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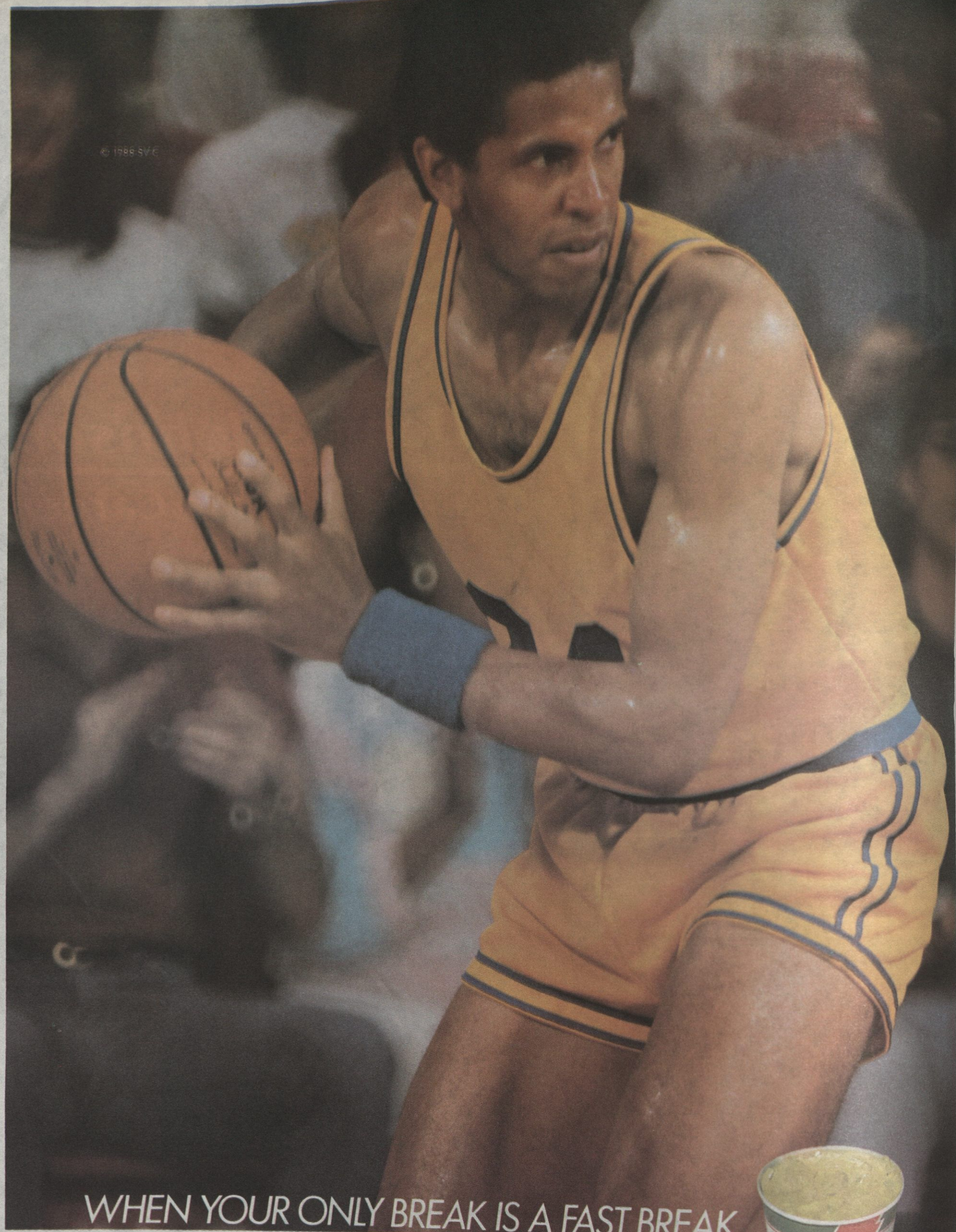


Volume 4, Issue 6
February 17, 1989
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Dennis Johnson *Pinnacle of his Career*

Northeastern Honors Reggie Lewis



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BOSTON CELTICS PRIDE

Celtics Fashion Show Set For March 9



The Celtics Fashion Show Committee

Chairmen Alan and Niki Friedberg, along with co-chairs Jan and Lissa Volk, Joe and Kathy O'Donnell, K.C. and Ellen Jones and featured entertainer Sylvia Carr, M.L. Carr's wife, join forces for this year's annual Boston Celtics Fashion Show scheduled for Thursday, March 9, 1989, at the Boston Marriott Copley Place.

Highlights include: the Celtics and their families modeling fashions presented by the celebrated

Yolanda; silent and live auctions of Celtics memorabilia and other intriguing items lead by Will McDonough and Frank Deford; an exceptional dinner; and live entertainment.

For further ticket information call the Boston Celtics Fashion Show Director, Deborah Soprano at the Cystic Fibrosis Foundation, 1-800-362-4440. All proceeds benefit the Red Auerbach Fund, The Cystic Fibrosis Foundation, and The Joey Fund.

VOLUME 4, ISSUE 6, NUMBER 66

BOSTON CELTICS PRIDE

A WESTON COMMUNICATIONS PUBLICATION

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Boston Celtics Pride (ISSN 0897-8379) is published twice per month during basketball season (October through May), and monthly in the off-season (June through September), for a total of 20 issues each year, by Weston Communications, Inc., 49 Locust Ave., New Canaan, CT 06840. Second Class postage is paid at New Canaan, CT and additional entry offices.

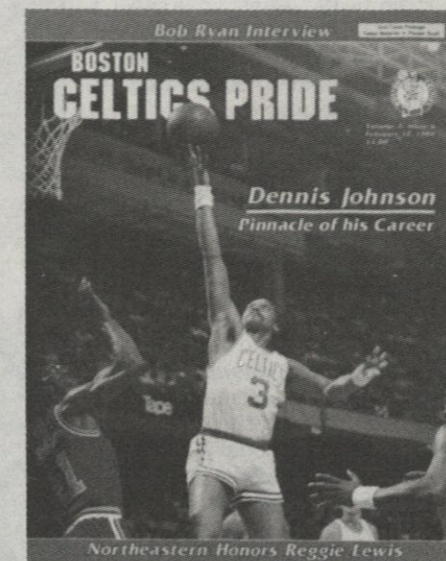
Subscription rate is \$30.00 for 20 issues (1 year). Canadian subscriptions are \$55.00 (US\$) for 20 issues. Postmaster, please send address changes to Celtics Pride, 49 Locust Avenue, New Canaan, CT 06840.

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VOLUME 4, ISSUE 6
 NUMBER 66
 FEBRUARY 17, 1989

Cover...

Dennis Johnson's tenure with the Celtics has been a study in success. From his MVP performances to his championship rings, Dennis Johnson's career is at its pinnacle. Cover photography by Steve Lipofsky.



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4 At the Pinnacle

Although hampered early in the season by injury, Dennis Johnson has recently been rounding into form, keeping order on the court and providing necessary leadership to the club.

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In front of a full house of Northeastern basketball fans, Reggie Lewis was recently honored by having his jersey retired in appreciation of all he'd done for the college program.

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Longtime Celtics Basketball writer, Bob Ryan recently shared some time with Celtics Pride in looking at this year's club, it's players, and it's future.

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In a recent interview with Boston media, Larry Bird's prognosis for a healthy return seems certain this season.

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All photography in this magazine is shot on Kodak film.

FEBRUARY 17, 1989

D.J. is at The Pinnacle

Dennis Johnson: Steady, Strong, and Successful

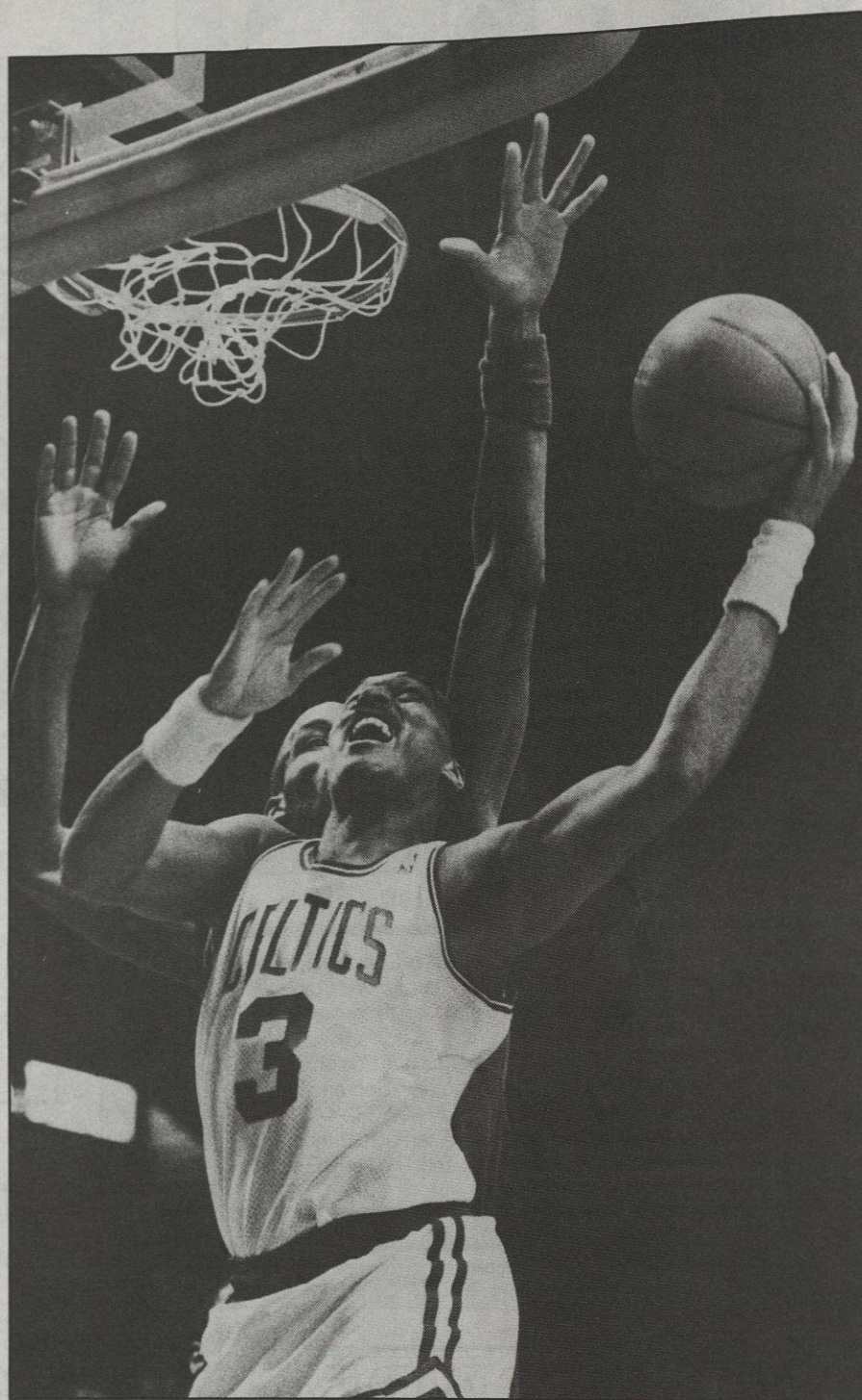
The newsreel which is the career of Dennis Wayne Johnson: 1976. In Johnson's final year in college (while Larry Bird sat out his sophomore year at Indiana State), DJ starred at unheralded Pepperdine, emerging from obscurity to outplay PCAA conference star Bill Cartwright of the University of San Francisco, to help the Wave earn an NCAA title bid. There, UCLA defeated Pepperdine, although Johnson again won his head-to-head duel with All-American Roy Hamilton. Until then, Johnson had been a well kept secret of Los Angeles Lakers Coach Jerry West: West had played several days of summer ball with Johnson through their mutual friend, Pepperdine's head coach, Gary Colson. The Lakers wanted to select Johnson in the draft, but Seattle, choosing one pick before LA, took Angelino DJ, frustrating the youngster's dream of playing in his hometown. "I was upset at first but Bill Russell was coaching the Sonics. We got along extremely well. I later found out that I was the only college player he ever scouted personally. It just so happened that a game we were playing in the Bay Area (San Francisco) was a block away from a friend he was visiting. Russ said, 'What the heck, I'm this close!' So he scouted the game...we talked, and I was happy to play for the Sonics."

The second reel: Johnson, despite leading the Seattle SuperSonics to the NBA championship in 1979, swiftly falls out of Coach Lenny Wilkens's favor during an ego conflict, painted with hues of contract squabbles and the painful lessons of Johnson's young, immature years. Johnson had entered the league as a hardship at age 21. Age 24 and playoff MVP, Johnson aspires for the headlines, and although his superstar level play wins isolated games for the Sonics in 1980, his need for the spotlight alienates Wilkens and the Sonics fail to repeat.

Third reel: Johnson is on a plane, headed to Phoenix after being traded for Paul Westphal. The swap is a blockbuster—All-Star for All-Star. Johnson is now married and his son is soon to be born. "I'll never forget that plane ride," he says now. "I knew I had to start playing for keeps."

Reel Four: Mission accomplished and Johnson fulfills the promise indicated by the Seattle years. First Team NBA, perennial First Team Defense, Johnson also learns the intricacies of playing the point guard. He disciplines his game to etch away the selfish tendencies out of his arsenal and teaches Walter Davis how to play guard. Yet he's traded once again; after the 1982-83 season, one day he's sitting with Suns' GM Jerry Colangelo discussing terms of a new contract. He calls his wife Donna (the couple have one son, Dwayne) and tells her the good news. The next day Johnson is traded to the Celtics. Colangelo never mentions a word of the possible trade during the meeting with Johnson.

Reel Five: Happiness at last. Johnson is the key ball distributing force in the Celtics' brilliant frontcourt offense of Larry Bird, Kevin McHale, Cedric Maxwell, Robert Parish, and later Bill Walton. He wins Eastern Conference All-Star honors, wins countless games with pressure shots, especially in the playoffs, captures his second and third NBA titles, and finally



Dennis Johnson: Taps Inner Strength

achieves recognition and a sense of place. Of belonging.

The newsreel draws toward the end, and we are now appraising the great career of Dennis Johnson, veteran guard of the Boston Celtics. Still a power on the court and still challenging guards throughout the league. But now he battles injury, as once he contested Sidney Moncrief, Norm Nixon, Andrew Toney, Otis Birdsong, David Thompson. He still challenges Earvin "Magic" Johnson, and now he pursues Michael Jordan, Ron Harper, Mark Jackson, Dale Ellis, Joe Dumars, Alvin Robertson and Isiah Thomas, a new generation.

A newsreel implies events, background, texture, and through it all, character development. Johnson's reel has yet to end, and in 1989 Bird's signature belongs here. Bird's opinion is that Johnson is the best player he ever played alongside. Dennis Johnson acknowledges that his superstar

years of dominance have become more a matter of decision; now, he has to try and pick his spots because of age and injury. It's a sign of maturity and it's imperative for the athlete whose "work" performance is out there for all to see. Before millions' eyes. In this year of change in Boston Dennis Johnson's inner strength is tested; under new coach Jimmy Rodgers, the Celtics are playing an up tempo game, and this has required the veterans to adjust their own sense of pace. In addition, Rodgers and assistants Chris Ford and Lanny Van Eman are intent on playing both for the present and for the future. Brian Shaw, Reggie Lewis, Brad Lohaus and Mark Acres are prominent players for Boston in 1988-89.

"My minutes are down seven minutes per game from last season so my statistics are reflecting that," says Johnson. "But that's because I have a talented player (Shaw, the team's 1st round draftee) play-

ing behind me. My Achilles tendon has been bothering me...But don't misunderstand, I get paid to play ball. I don't particularly want sympathy. The key point for me to make is that we are in a period of change, and in my view, individual stats are even less important than they ever were. We're trying to build a team of twelve guys that have unity." "He's helped me out a lot," says Shaw. "He instructs me. Dennis knows the personnel throughout the league and he's really helped me by telling me how to set teammates up in the spots where they are most effective."

The facts which describe the essence of Celtic basketball are bewitchingly twofold: First of course there is the inspiring loyalty that has characterized this franchise from its origins—from Auerbach to Volk to Jones to Rodgers. In everyone's ideal scenario, Johnson continues to be a key figure in the team's rise to an eventual seventeenth title. Yet the other reality: Boston is a demanding place to play and .500 seasons aren't accepted lightly. There is a constant pressure on the players to produce at a championship level. In a conversation not directed to this story, Auerbach once pointed out how he has had to change his approach toward trades through the seasons. "In the past, I would never trade anyone!" he commented. "Now, well, with the changes, I just can't make guys promises."

"Around Christmastime, the films that are most popular are those with happy endings, and a newsreel about Dennis Johnson certainly would be. In Victorian novels, books nearly always had conclusive endings. When we finished the book, we knew where the character stood for better or worse. But DJ's story, while it appears that it will conclude peacefully and happily next season when his current contract is up, does have a resigned air of uncertainty to it. The team's executives vehemently denied a possible trade with Dallas that included Johnson in late December. But as the team lagged at the .500 mark in early January and couldn't get untracked on the road, the respected Bob Ryan, whose opinion the brass respects highly, suggested in a Sunday column that the team begin trading and stockpiling possible first-round draft choices. This is the type of pressure that Rodgers' rebuilding program exists in.

Dennis Johnson as his career nears the twilight has to be considered certain Hall of Fame ilk. He has won the Playoff MVP, has won three team championships and numerous All-Star honors. He has mastered one of the most difficult tasks any man must cope with; at the top of his profession both defensively and offensively, he sublimated his individual output for the sake of the team good. Once considered to be preoccupied with individual goals, he is now probably the most unselfish point guard in basketball. The criticism that he lays back during the regular season is a complete reversal from his Seattle years when he needed to have the bright lights. In those early years, he was striving to be recognized as an equal to such as Micheal Ray Richardson, Phil Ford, Moncrief and Mo Cheeks. Now he's at a pinnacle, his shoulders among celestial clouds where luminaries such as Jordan, Magic and Bird fly.



By Red Auerbach

EDITOR'S NOTE: "Ask Red Auerbach" is a regular feature of Celtics Pride. If you have a question for Red, please send it to Celtics Pride, 49 Locust Avenue, New Canaan, Connecticut 06840. Red will answer as many as possible in each issue.

QUESTION: I've heard announcers refer to players such as Larry Bird and Danny Manning as being "officially" placed on the injured or injured reserve list. Does this classification have any other ramifications other than the obvious? For example, does this release either the player of the particular club from any contractual obligations?

Ryan Carling, Louisville, Ky.

RED'S ANSWER: I can tell we have a future lawyer in you, Ryan. First of all, the NBA calls the list you're asking about the "Injured List"; "injured reserve" is the term used in football, I believe. Here's essentially what happens when a player is put on his team's injured list. First, the team must notify the NBA of their intention to do so by telex, including the name of the player, the date of his placement on the list, the date of his injury and a preliminary diagnosis of the injury. Within 48 hours, the team doctor must send the League office a complete diagnosis of and prognosis for the player's injury. Any player on the Injured List, who is replaced on the team's Active List must sit out at least five of his team's regular season games before he may be restored to the Active List. Now, as far as changing any contractual obligations on either side, the answer is no, a player's move to the injured list doesn't change anything. It makes good sense that the team should continue paying a player hurt in the course of fulfilling his contract—that is, by playing. On the other hand, it is the player's obligation to follow club policies and the doctor's orders regarding his recovery or rehabilitation.

QUESTION: All Celtics fans are happy to see that K.C. Jones is still close to the Celtics organization. What exactly are K.C.'s duties as Director of Basketball Operations?

Jerry Kourofsky, Waterford, N.Y.

RED'S ANSWER: We'd be complete fools not to recognize and utilize the vast basketball experience and knowledge that K.C. Jones has. I think we all figured for some time previous to his retirement announcement that he would fill a void here in the front office when he quit coaching. K.C. had one of the greatest coaching records in NBA history; his teams finished first in 7 of the 8 years he coached (including his 3 years with Washington). When you add that to the 8 NBA championships he won in his 9 years of playing, you have a guy with a pattern of success that just can't be overlooked or overstated. I have great respect for K.C. both as a person and as a judge of basketball talent, and it's in the latter area that we have him running things for us now. In recent years, our scouting staff has grown hugely, and K.C. is in charge of overseeing the work of Forddy Anderson and his staff of scouts. He's also a major resource in assessing the merits of other NBA players when we discuss them. Finally, but of growing importance in our concept of things, K.C. has been exploring for us the possibility of obtaining players from the many European teams that are playing at such a high level right now. When you add his presence as an adviser to Jimmy Rodgers on this year's team and opponents to all these functions, you can see how we're keeping K.C. pretty busy right now. He doesn't mind; he's a hard worker and a great person to have around. We could do with two or three more K.C. Joneses here.

ASK RED

QUESTION: I understand that the Celtics will playing in a new basketball arena in the near future. Are plans for this new building underway? Where will it be and when will it be completed?

Stacey Yoes, Joelton, Tenn.

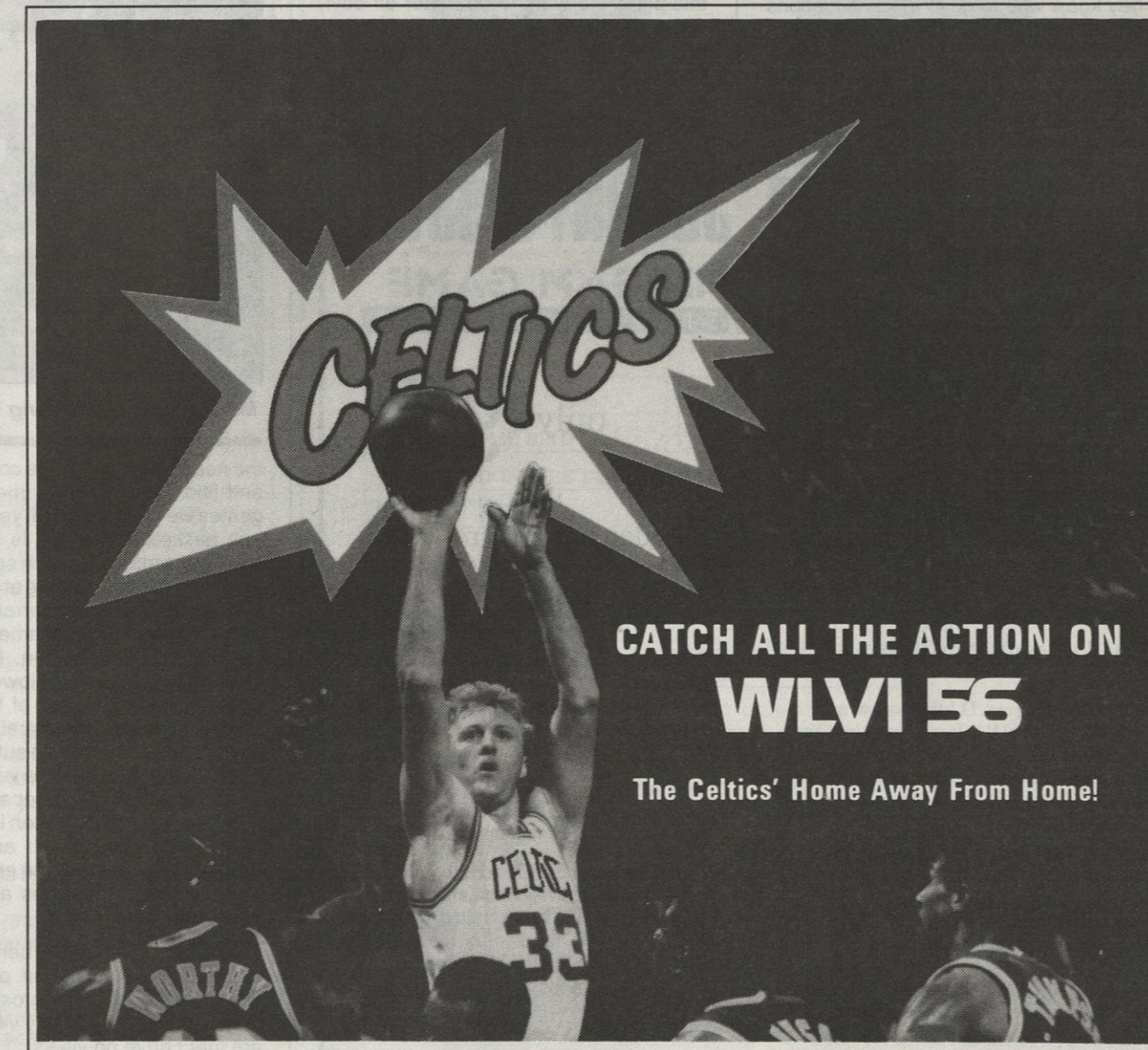
RED'S ANSWER: Things are now in the advanced planning stages for the building of new Boston Garden. The new arena is just part of a huge building project that will include the rehabilitation of the entire North Station and surrounding area, including a new office tower (where, ultimately, the Celtics offices will be located), train station and hotel. The developer—Delaware North, the present owners of the Garden and Bruins—has been named and designs for the building have been reviewed by us and everyone else involved, but there are still a number of hurdles to be cleared before actual construction of the arena begins. The most reasonable estimates suggest that the building should be ready for us by sometime in the mid-1990's.

QUESTION: I was just wondering what the typical schedule was like for the players during a hectic week of playing almost every other day, including practices, films, travel, meetings, etc.

Matt Stojkovic, Tuscaloosa, Ala.

RED'S ANSWER: Well, of course, nothing is really typical in the life of an NBA player and coach, since every week includes a different schedule. Still, to give you some idea of what goes into a career in this field, I'll trace the activities of the team for the week of January 29-February 5. On Sunday, we played the Miami Heat at the Garden at 3:30 in the afternoon. That means that the coaches arrived

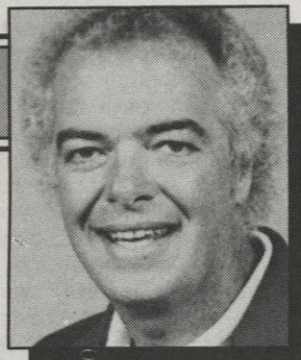
around 1:00 or so at our administrative offices next to the Garden. The players arrived by 2:00 (or 1 1/2 hours before the game) as per team rules, although some come in earlier for special treatment, warm-ups or special taping. The game began at 3:40 and ended at 5:45; after the players and coaches performed their many medial interviews (maybe an hour or two), they were done for the day. On Monday the 30th of January, Jimmy held a regular practice at Hellenic College in Brookline, Mass., beginning at 10:30 AM and ending around noon. As always, some guys arrived early and stayed late for extra work. On Tuesday morning at 10:30 AM, the team grabbed a flight to Washington for that evening's game; had their been any threat of bad weather, they would have gone Monday night, but the continuing clear weather on the East Coast allowed them the luxury of an extra evening home with their families. After arriving in Washington Tuesday around noon, they bussed to their hotel in Washington, where they relaxed until their 5:00 bus to the Capital Center for the game with the Bullets. (That bus, by the way, broke down, causing all sorts of inconvenience for everyone.) The game against the Bullets started at 7:30 and ended close to 10:00. That meant that it was almost midnight by the time the team got back to their hotel, probably to grab a bite to eat and some sleep. Not too much sleep, however, because at 9:45 the next morning they met the bus that would take them to the airport for the flight to Charlotte, where they played Wednesday night. Wednesday was much like Tuesday—flight, bus, hotel, bus, game, media interviews, bus, meal. Thursday brought an earlier wake-up call for the 9:00 flight back to Boston, but when they arrived at 11:30 or so in the morning, Jimmy gave his tired crew the rest of the day off. Friday morning required a practice at Hellenic in preparation for the home game rematch against the Bullets. Arrival time for players was at least 6:00 for the 7:30 game. Saturday was an easier day, with another two-hour practice at Hellenic but the afternoon and evening off. Sunday, a short practice in the morning was followed by the game at night with Seattle. That concluded a week that saw the team play five games, three at home. And you want to be an NBA player?



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COACH'S CORNER

By Jimmy Rodgers
The Playoff Race

We have struggled this season on the road and because of this situation, as well as our well-documented problems when it has come to winning close ballgames, our playoff prospects have been less optimistic than we hoped for at the beginning of the season. The competition for playoff spots—and thus for the best chance of winning the championship—is stiff. A few thoughts about the teams ahead of us, and on some other matters.

THE RACE. To this juncture of the season, the team that has been the best in the conference isn't a secret. Cleveland has the best record in the conference and they are playing the best, most consistent ball of the rest of the teams. Lenny Wilkens has done an outstanding job with that team. Their defense is solid and they've shown a marked sense of identity all year. They know who to go to in key situations and since they play such strong defense, they're always in close games. Detroit has to be ranked with the Cavs. I think most people thought Detroit would come out and dominate people this season because of the way they played in last year's play-

offs. While that hasn't been the case—they've had some injury problems, most notably to Rick Mahorn and Joe Dumars—they are still up there.

I believe New York has had a fine year. Like Cleveland, they've been able to carry over last season's strong showing and build on it now. They've done this by winning at least some games on the road and playing very well at home. I still see the Hawks as a very solid team, a team that is coming on after a slow start. They'll be helped considerably when Kevin Willis comes back.

I see the race for the Eastern Conference championship as coming back down to this (from a still-distant perspective, since we are still only at the halfway point in games played): The top teams are the favorites, but the rest of us are in a pack still with a chance, because in my view, the possibility of winning is still wide-open. For example, Philadelphia has had a surprisingly strong season, as has Milwaukee. The Bulls are a formidable team and our team, despite a rollercoaster year (more inconsistent than I want), still has to be reckoned with.

I suspect teams view us as a threat, despite our 17-20 record.

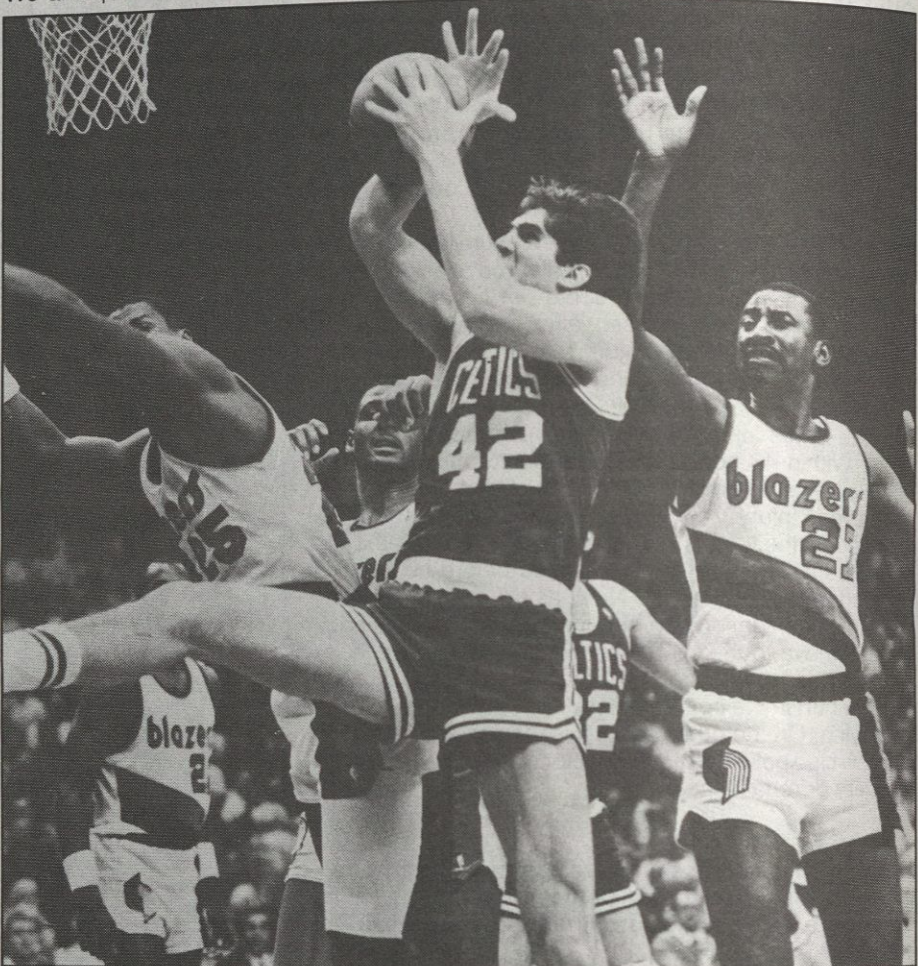
OUR SEASON. We haven't played consistent enough yet this year to call our season more than an average one. We're at the bottom of the playoff standings and despite some of the gains we've made to this point, we want to be better off obviously when the playoffs start. We have to meet some of our objectives: at the beginning of the year we wanted to improve our depth and by the time the playoffs began, be in a solid position to make a run at the title. With Larry Bird's injury, our plans

changed somewhat. And as games came up on the road that required more experience, we were forced to cut the kids' minutes in hopes of getting our veteran unit back in synch. In addition, Dennis Johnson's injury forced us to modify our plans with Brian Shaw: Brian had more minutes earlier in the season but since Dennis has come on lately, we've reduced his time. It's not a lack of confidence in Brian's game at all. Rather, it's the type of changes you make as the season goes along, as conditions change.

We have forty-five games remaining as I write this and our season looks this way; We anticipate having Larry Bird back in

I cannot say that trades will not happen, because you view each season realistically, and as professionals in this business, you have to keep your mind open and try and judge your situation accurately.

However, we've been too concerned about shaping this season to everyone's satisfaction, and I'm curious as to how this season will be judged in the final analysis. The aforementioned game plan—of building depth, bringing the young players along and then altering this when the veterans became healthy—is something we've plotted out to take a season to develop. I can't say we're ready to take our ball and go home, because it isn't how we see the matter at all. Winning at this level—and winning consistently—is a game to game reality. Teams win because they successfully fight the highs and lows and stay consistent. Execution is what that's all about, and the mental and skill parts of the game for



Mark Acres: Developing Well

the near future and we're continuing to try and find ways to win some of the close games we've dropped all year. The key to any basketball season is to have your team playing well enough so that they are in a position to win games at the end. However, we just have not been coming through at the end of close ballgames, both on the road and in the Garden. I'm extremely pleased with our effort. However, we need to begin winning some of these games. Losses add up unfortunately and eventually, your confidence can suffer. However, our attitude collectively is very good. That is obviously important; because the key to success in the post season is to have your team both playing well and injury-free (relatively, because at the end of any NBA season, there are aches and pains that you must play through).

ABOUT TRADES. There have been stories written about our position in the standings, about our prospects for the playoffs, and beyond. My views on trades are that I have no views.

teams don't just happen. They require work and attention. It's hard for me as a coach to be thinking about trades at this time.

THE YOUTH. Despite the reduction of minutes for players such as Brian Shaw, Brad Lohaus and Mark Acres, I remain positive about their development. Brian is still very high in our minds, a player who has a unique confidence as a rookie and fine point guard skills—able to penetrate, handle it and shoot it pretty well. In addition, he's a solid rebounder as well and his attitude is great. It's been a season of adjustment for Brad, as well as Mark. Brad's minutes have been up and down, but he's staying with it. Robert Parish's play has limited Mark's minutes, but they are all players we're confident of playing now, where at the beginning of the season we weren't sure.

Reggie Lewis has been reliable and productive. His potential to be a star in this league is very real and that's been an exciting development for our club.

NOTES AND QUOTES

By Jim Rucidlo

Let the facts speak for themselves:

	Points	FG%	Rebounds	Blocks	Steals	Assists	Turnovers
Robert Parish	18.6	56.7	12.5	50	46	84	93
Moses Malone	20.0	48.9	11.8	40	29	60	102
Brad Daugherty	19.3	52.2	9.6	22	27	152	119
Patrick Ewing	21.9	55.9	8.8	144	53	88	143

Robert Parish, chosen the NBA Player of the Week for the week ending December 19, knocked down his 16,000 NBA point on December 18, against the New York Knicks, becoming the 10th Celtic player to top that milestone.

♦♦♦

"We were undefeated here until today."

—Miami Heat coach Ron Rothstein following the Heat's first appearance at Boston Garden.

At the halfway mark, here are Celtic individual game highs for this season: minutes - **Kevin McHale** (48); rebounds - **Robert Parish** (22); assists - **Dennis Johnson** (13); steals - **Reggie Lewis** (5); blocked shots - **Robert Parish** (5); points - **Danny Ainge** (45).

♦♦♦

"The Celtics frontline is going to score a lot of points, you can count on that. They're very tough inside and Parish and McHale are an excellent tandem together. When **Reggie Lewis** and **Danny Ainge** are hitting the outside shot, I don't think there is anyone who can stop the Celtics inside by themselves. When you play the Celtics you have to approach them with a defense designed as a team concept to shut off their inside game."

—"Easy" Ed Pinckney

♦♦♦

"I've never been a shooter, but when I'm told I need to step in there and shoot the ball. Even though I've never been a shooter, I know how to score points."

"I think I'm one of the best team players around because I don't look to shoot, I look for other people."

"One of our biggest problems in our losses is we play well, but when the other team turns of the defensive intensity it's hard for us to hit a shot or get a rebound."

—Dennis Johnson

♦♦♦

When trailing or tied entering the 4th quarter the Celtics are 1-17.

♦♦♦

The Celtics starters under coach **Jimmy Rodgers** are getting 70% of the playing time, while scoring 75% of the points. Celtics starters are averaging 80.8 points per game, while the bench is contributing 27.2.

Opening night the starters scored 98 points in an overtime win against the Knicks, a feat which was equalled in a 115-104 loss to Philadelphia. The six points the bench scored against Philly that same night marks the lowest point production from the bench this season.

The most significant point production from the bench came on January 9, when it collectively scored 53 points in a 119-84 win over the Clippers.

♦♦♦

Some of this season's best and worsts:

In overtime games: the best NBA team: New Jersey (3-0)

the worst NBA team: five teams tied (0-2)

Games decided by 3 pts. or less: best in the NBA - Seattle (5-1)

worst in the NBA - Indiana (1-5)

Games decided by 10 pts. or more: best in the NBA - Cleveland (19-4)

worst in the NBA - Miami (1-20)

♦♦♦

Only five NBA teams have losing records at home - New Jersey (8-12), Charlotte (8-12), Indiana (8-10), San Antonio (8-10), and Miami (3-15) - while only two, Cleveland and Detroit, have winning road records.

Said **Chuck Daly** of his Pistons 10-9 road record after losing to the Celtics at the Garden, "Yeah, we may have a winning road record, but we're slipping fast."

The Lakers and the Knicks have posted the best home records at the halfway point, each losing only once, while Cleveland and Utah have been set back just twice at home.

♦♦♦

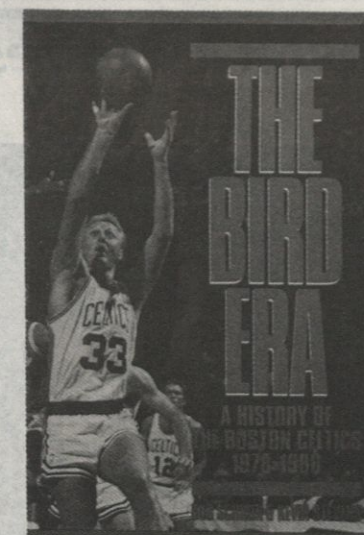
What do Curacao, El Salvador, Iceland, Ireland, Yugoslavia, the Ivory Coast, Zimbabwe, Malaysia, and Turkey have in common?

Each is among the 67 countries around the world that will be broadcasting the 39th NBA All-Star Game Sunday, February 12, from the Astrodome in Houston.

♦♦♦

Former Globetrotter great **Curly Neal** has joined the front office of the Orlando Magic, the expansion franchise set to join the NBA for the 1989-1990 season.

TAKE PRIDE IN THE TRADITION!



THE BIRD ERA

A History of the Boston Celtics 1978-1988

By Bob Schron and Kevin Stevens

A journey through that golden decade, through the highs and lows of the latest version of the Celtics dynasty.

More than a history, *The Bird Era* is a meditation on the nature of athletic greatness and the essence of team play, as exemplified by the finest dynasty in professional sports.

60 black-and-white photographs plus a 16-page color insert

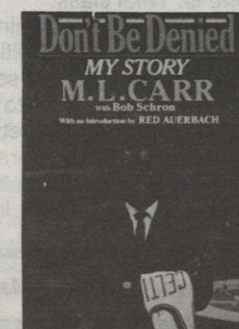
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DON'T BE DENIED: MY STORY by M.L. Carr with Bob Schron

A thorough look at professional basketball and M.L. Carr's career with the Celtics. Plus, an inside look at M.L.'s life — his personal and professional struggles and achievements. The story of a real winner!

REBOUND: An Autobiography of K.C. Jones and An Inside Look at the Champion Boston Celtics by K.C. Jones with Jack Warner

A fascinating retelling of some of sports' greatest moments by one of sports' classiest, most respected men.



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"A Brilliant Collegian"

Northeastern Retires Reggie Lewis's Number



Reggie Lewis: Averaged 22.2 ppg

where his coach at Northeastern, Karl Fogel, began, when he discussed Lewis from his office at the University last week.

"Really, his numbers speak for themselves, and they merit an honor. But the reason we decided to retire Reggie's number last fall was because of the type of person he is. Total class.

"It's something that's again displayed itself this season with the Celtics from my observations. He's playing so well, and reporters are trying at times to bait him by asking him if he resents not getting the ball in crucial moments from veterans. Or if he has any resentment toward K.C. Jones, who didn't use him that much last season.

"I can't say enough good things about Reggie Lewis," commented veteran Sports Information Director Jack Grinold of Northeastern. "I got to know him personally, and he's a superior young person of high integrity. He's unassuming but he's the ideal role model for kids today. He is totally dedicated to his game, he has a delightful girlfriend (in nursing administration) and he takes great care of himself physically.

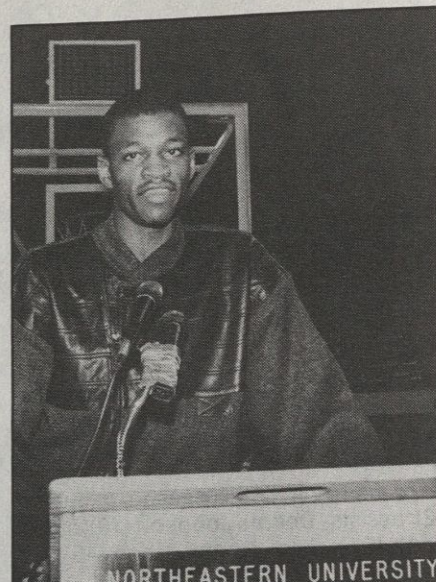
"I know a lot has been written about how well Reggie was able to handle coming off of the bench as a young player, in fact, everywhere he has played, at Dunbar, here (NU) and with the Celtics. But that's because Reggie has never had any illusions about how he fits with a group (i.e., basketball team). He knew he was a young player (in all of the above situations) and he understood he would have to wait his turn.

"But he never allowed waiting to diminish his self-confidence. He has great faith in himself."

That self-reliance transformed him into a symbol at Northeastern. He was the Huskies leading scorer with 22.2 ppg and graduated as the #9 All-Time NCAA Division I Scorer. Not surprisingly he was the school's all-time leading shot-blocker with 155 in his career (Grinold used to keep stats on Lewis, counting the number of shots blocked, deflected passes, and steals); Lewis led the Huskies to four NCAA Tournaments as the four-time winner of the Conference. And after winning the Rookie of the Year award, he was named Most Valuable Player of the NAC three consecutive seasons.

Northeastern finished 72-6 in his four seasons there, and in his junior and senior seasons Lewis was the tri-captain of the team.

The leadership quality of Lewis was



Reggie during the ceremony

"But you never hear the slightest negative statement from Reggie. I'll be totally honest with you, the effect that I had on his particular personality is minimal. Reggie Lewis is a young man with character. Reggie is Reggie because he's Reggie. He has inner strength that I respect.

"The one thing I told him was that going into the Celtics' situation, that if he had to sit, to be patient and wait his turn. If you're loyal to the coaches, staff and administration of the Boston Celtics, I told him, it will pay high dividends for the rest of your life.

"I was very pleased that he acquitted himself so well in the playoffs when K.C. needed him. He played extremely well

without much game-conditioning. And this year the same thing. People have a tendency to talk about his athletic ability (his speed, quickness and jumping ability) but he's a very intelligent basketball player, and that's why he's effective. He has been getting his share of open shots, but that's because he has a knack for finding the free area both when Robert Parish and Kevin McHale are double-teamed, and when the ball is swung to the weakside. And he's taken advantage of his opportunity."

Lewis has accepted the increased attention with poise and characteristic honesty. "I knew it was just a matter of time before things would come around for me," Lewis told Joe Burris of *The Boston Globe*. "I was just patient and when the time came I just gave it my best shot."

Recently a colleague of Burris's at the *Globe*, Jackie MacMullan, who has been a strong supporter of Lewis's game from the beginning, has supported Lewis as the ideal candidate for the "go-to" role, the player on the Celtics that the team should be looking for in the closing minutes to take the crucial shot. The second-year player refuses however to shake his sense of team discipline in the matter.

"I like having the ball in my hands for the big shot," he says. "But we've been going to the guys that have done it in the past. When I do get it, I've got to make sure not to force it."

The clutch player of the Boston Celtics, from the origin of bench player at Dunbar. It is fitting that Northeastern University will borrow a Celtics' tradition of raising a number to the rafters for one of its own, the classy Lewis.

Reggie Lewis: "A Young Man with Character"



Trading Places

Bob Ryan Calls it Like He Sees It

CELTICS PRIDE: The reasons for the likely early fall?

RYAN: The obvious: Their impotence on the road, which is now entering its second full year. K.C. (Jones) began playing it down last year and I fear the players got it in their minds that it was "OK" to lose on the road, because they played so well at the Garden, for example, the 50-1 record in 1986. But two points: First, you can't play that way on the road and expect to go any distance in the postseason. And second, the Garden is no longer a place where the Celtics are invincible. I am disappointed that the front office hasn't come out to the team and put their foot down, in effect, saying, "Uh-uh. It isn't all right to lose on the road."

CELTICS PRIDE: What do you think will happen?

RYAN: When I contacted Jan (Volk, C's Executive Vice-President and GM) about my column, he stated that the team was approaching this year like every year:

namely to go out and try and win the title. I recognize there are financial considerations and prestige surrounding the possibility of making the playoffs. But I'm not certain that this view is taking enough account of the whole picture. For instance, I am willing to guess that if a poll were taken of a core of the knowledgeable season ticket holders—say 9,000-10,000, most would say they recognize the team can't win it this year.

CELTICS PRIDE: Even with the return of Bird?

RYAN: I am the greatest admirer of Larry Bird there is. Yet, the team has problems. They just don't have the...something...it takes to get it done on the road. They had won one game on the road against a team that had its full team—New Jersey. They did beat Miami and they beat the Nets again with J.B. Carroll and San Antonio with Johnny Dawkins.

CELTICS PRIDE: Yet there have been reasons for hope, especially important wins over the Lakers and the Pistons.

RYAN: I admit I was as excited as everybody when the team defeated Utah, Los Angeles, the Knicks and more recently Detroit, in the Garden. But it's like in figure skating: The Celtics won the compulsory but when it came to the free skating—i.e., going toe to toe against the better teams and winning the big game on the road or in the closing sec-

onds, Boston hasn't been able to win.

CELTICS PRIDE: Have their been any turning points in your developing feeling pessimism?

RYAN: Don't misunderstand: Dennis Johnson, Robert Parish, Kevin McHale and Danny Ainge are fine, fine players. Brian Shaw and Reggie Lewis are strong young performers. But what lowered my feelings about the team recently was their game in Indiana, a game they had to win. They tried and tried, offensively and defensively. But Indiana still shot 59% and that included starters shooting over 50%. The Celtics had difficulties keeping up.

CELTICS PRIDE: Is this similar to what happened in the late seventies, when the team grew old and ineffective together?

RYAN: No. That team (in the seventies) couldn't even come close, and besides, they were taking some bad defeats at the hands of teams who themselves weren't

playing good basketball. The league then wasn't in good shape. The Celtics team, as I said, is still together and there's a lot of pride.

CELTICS PRIDE: What lies ahead?

RYAN: Well, there are 2 1/4 months until Larry Bird really comes back. But in order for the Celtics to make headway, Kevin has to get the ball more frequently and where he wants it. And the team must shoot better from the outside, because all teams are firmly denying the Celtics' attempts to get it into McHale or Parish.

And the well-documented problem of coming through at the end of close games—the big shot in these situations that I can recall is Dennis's 3-point FG in New York (1/3, to send game into OT). The Celtics are coming close, but then they get careless...or tired. Maybe it's too late. They need to win the games they're sure of winning, over the Sacramento Kings, the Miami Heats, at Washington, at Charlotte. But even that's looking hard when they're on the road.

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- a new Kodak K-12 35mm camera
- a 20" x 30" color photo enlargement of your favorite Celtic.
- a complimentary one year subscription to *CELTICS PRIDE*.
- the 1987-88 Boston Celtics highlight videotape.
- Kodak film.

Second and third place finishers will receive:

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- a complimentary one year subscription to *CELTICS PRIDE*.
- the Boston Celtics 1987-88 highlight videotape.
- Kodak film.

One lucky sweepstakes winner will have his/her name randomly drawn from all entries and will receive a one week luxury cruise with the Boston Celtics.

Entry Rules

1. The contest is open to amateur photographers only.
2. Black-and-white and color photographs are eligible.
3. Prints and slides will be accepted.
4. Photographs must have a sports-oriented theme. They do not necessarily have to be basketball related.
5. Entries should be accompanied by one 3 x 5 index card on which the following information should be legibly written:
 - a) Name
 - b) Address
 - c) Home phone number
 - d) Day phone number
6. The same information should be clearly written on the back of each print and/or accompanied with each slide.
7. Mail or hand deliver your entries to:

KODAK/CELTICS PRIDE PHOTO CONTEST

c/o The Boston Celtics
150 Causeway Street
Boston, MA 02114

8. Entries will not be accepted after March 15, 1989.
9. Pictures will be available for pick-up at the above address until April 1, 1989. ALL UNCLAIMED ENTRIES WILL NOT BE RETAINED.
10. A total of 5 first place, 5 second place, and 5 third place finishers will be selected. One set of winners will be selected each month beginning November 1, 1988.
11. Winners will be announced each month in *CELTICS PRIDE* and will be notified as to how to claim their prizes.
12. Sweepstakes drawing will be held April 1, 1989. Sweepstakes winner will be contacted and notified as to cruise details.
13. Employees and families of Eastman Kodak and *CELTICS PRIDE* are ineligible.
14. Kodak and *CELTICS PRIDE* are not responsible for transportation to or from games which monthly contest winners will be photographing.

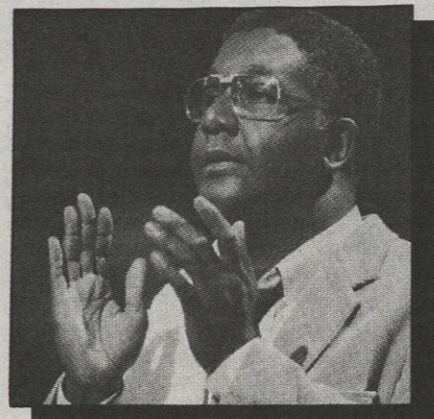




By Bob Cousy

FASTBREAKS

The Complexity of Proposition 42



John Thompson: Two Game Protest

The whole issue surrounding the controversial Proposition 42 is very complex. The possible removal of scholarships and financial aid for athletes presents a sometimes insurmountable hardship for the kids involved. However, the reason such a rule was considered and passed had its antecedents in substantial recruiting abuses by major programs. As a result, where you're penalizing the young athlete, you're simultaneously trying to correct a system characterized by malice.

Consequently, I was ambivalent about the whole issue.

I agree with the notion that disadvantaged kids are in a very difficult position when they're trying to pass the SATs and ACTs. Because of a culturally deprived background, they just aren't prepared to meet the test requirements, which presuppose a store of knowledge which just hasn't been taught to them. For these kids, Proposition 42 has to be modified.

This is what Georgetown's Coach, John Thompson, was arguing when he staged his two game "strike" from the bench last week. He evidently felt something drastic had to be done and the only way of immediately correcting the abuse was to grab the bull by the horns. As it turns out, he made an important stand; immediately it came out that the vote taken on the legislation was confused. Some coaches didn't

understand the rule. Others confessed they punched the wrong hole on the ballot but didn't go back to correct their mistake (They didn't realize the implication of the decision that would be handed down).

I subscribe to Thompson's stand to a point. Perhaps he does have the responsibility to do what he did, because as a symbol, he can be a spokesman who will ably argue a point of view and have an impact. I would debate this very issue of taking a stance with Bill Russell for years. I would tell him that if you have a position in the society that commands a public forum, and if you believe strongly about an issue that's important to the society, then you have a responsibility to make a statement. It's the public person's way of working within the system. Russell didn't agree. Where Russ had that shortcoming, John Thompson does not and I respect him for that.

However, I'm uncertain that his method

was the best for all concerned. He could have called a press conference and achieved the same goal. I question whether he has the right to use Georgetown University as his forum for making such a statement. If I'm a Georgetown alumnus and feel differently about the issue, I suspect I'd be angry that Thompson was using my university as his legitimacy for making his argument. In other words, I question that Thompson's right in taking such an adversarial position when by doing so, he implies that this is how Georgetown University feels about this law, regardless of its controversial nature. I hope John's motives are genuine.

As I said, the issue is complex. Too many colleges have exploited the student-athlete (I deliberately reverse the appellation). They bring kids to college for two purposes: To make money and to win, in that order. I think the colleges are considerably more exploitive than the professionals. The latter explicitly states the goals are to win and to make money.

Therefore, the complexity of Thompson's stand has another angle. If the aim of the measure is to rectify an exploitive system, then it shouldn't, I feel, be regarded as a racist measure. John Thompson has taken the position that it is, but the athlete that the exploitive-type schools are deceiving are minority students. It doesn't make sense; how is the measure racist if the athletes who make money for the school, the best athletes, are minority students, and the measure is making it difficult to stay in school? If the athlete is forced out, regardless of how good a player he is, then it isn't racist. It legitimately is a stand taken to improve the overall academic structure of the athletic

programs throughout the NCAA.

I know we live in a racist society, so I don't want that logic to be something which causes me to be perceived as discriminating against the minority student. I abhor any feelings which cause one group of people to condemn another—it's the worst problem confronting our world today. However, I still have to state the position which is that John recruits 99% black athletes, and that his zealous statement in arguing against Proposition 42 makes a claim about the measure that doesn't account for the whole issue. For these reasons, I am ambivalent.

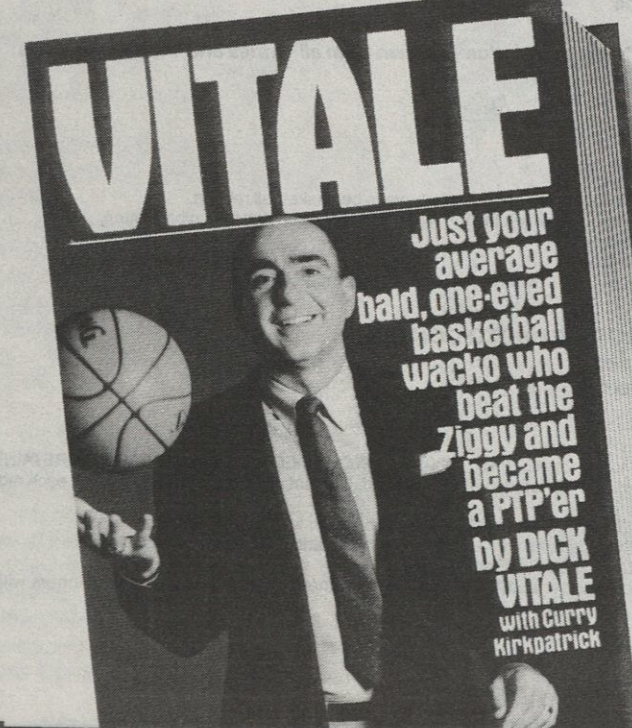
And at the heart of the issue is the motivation of the athlete in school. You need to do two things when he's in the university environment. I believe you must make it easier, not harder, for the kid to get into school (in this, I agree with Thompson). But when the youngster is in school, you need to work with him and ascertain that that achievement won't be handed to him without a commensurate effort on his part. I just don't think there should be a welfare type of system in school. It damages the integrity of the institution and it sets the kid back in life. This is another facet of the system which needs more explanation. This is again a responsibility of the NCAA: To explain the origins of their thinking and not allowing it to be broken down into a simple, either/or affair.

Because by allowing John's stance to have immediate results, there are problems. They are again bringing attention to a further hypocrisy of the system. What Georgetown University was doing was that they were paying John Thompson \$500,000 to not coach. Those figures are carried through the media and when the NCAA is conciliatory toward Thompson, they are further adding legitimacy to a system that has large sums of money being paid out to coaches who are part of the huge Big Money system. I agree with a local writer, John Gearon of The Worcester (MA) Telegram; would John have made the same stand for a young girl in the ghetto who has extraordinary talent as a musician? Doubtful. Because he too is imbued with the system, the one he is at such great odds with.

When I coached at Boston College, it was different. We had five scholarships and we monitored the kids extensively apropos their work in the classroom. My assistant, Frank Power, would check their work every two weeks and if they were taking the path of least resistance, they would have to account directly to me for it. But that was a different era. It was a different ethos. Today, recruiting abuses abound within the whole system. The entire system and its problems is the issue, and I'm uncertain that Coach Thompson's position was nearly comprehensive enough.

I applaud his stand. I think entrance for blacks and minority students into schools should be easier, not tougher, and I support a modification of Prop 42. But we should not eliminate incentive for the student athlete. Recruiting abuses have to be curbed; colleges should be more responsible for graduating their athletes. Standardized tests should be used as guides, and not the final determinants of a youngster's intelligence, because of the cultural deprivation which the minority athlete experienced when confronted with the test. The responsibility must be accepted completely by the colleges. Once they accept the athlete they must be committed to the fact that they are helping the student get an education and ultimately, the college degree.

Words from the ^{wacko} wise.



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—Michael Jordan



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Recuperating Well

Bird Closes in On Return to Team

The seemingly bewitched 1988-89 journey of Larry Bird, the best player in the game, appears to be finally reversing its course as the superstar nears a return to action. Gradually over a period of ten weeks, the progress has continued: after his November 20th surgery to remove bone spurs from both heels, he was in a pair of cumbersome casts. Having difficulty at first even moving around, Bird returned home to Indiana for a week. While the Celtics were settling into the regular season Bird was elsewhere, fighting the strangeness of not playing basketball in the late autumn by watching his brother Eddie Bird continue to grow as a player for alma mater Indiana State.

But after flying back to Boston at Thanksgiving, Bird began seeing progress in his rehabilitation. In six weeks, the casts were replaced by a more mobile version and the daily trek of weight lifting, stationary bike riding, massage and more cardiovascular work brought him even farther along. Although he didn't travel with the team during its own unfamiliar trek in .500 territory, Bird is on the bench for every home game.

Minutes before tapoff, he enters the Garden court area and as the fans begin slowly to find him in their view, his noble familiar stride taking him down the sideline to the Celtics' bench, the applause swells.

Lately, in the past ten days, with the casts now off and that stride more comfortable, sure, the ovations have grown more hopeful. The crowd envisioning better times to come—the Celtics again with their team together.

Last week in an interview with The Boston Herald and Celtics Pride and later joined by WEEI and WBZ-TV, Bird confirmed that he is much closer to returning to action than he probably thought possible when the initial surgical procedures were performed.

"Today (January 30th) is the best the feet have felt in awhile," Bird commented after an individual workout that included an hourlong shooting drill, revealing Bird at the top of his pure shooting form. "We've been following a schedule of working a test day, and then taking two days off if there is soreness and swelling. But I feel optimistic."

Bird was asked if he would accompany the team to the West Coast for their annual February road swing.

"There is a possibility of that. My intention at this point is to go only if I can practice. Right now, the main factor concerning me is my inability to jump very well at all. If I can't run or jump any better than I'm doing right now, then there's no sense to making the trip. I'd be better off staying behind and preparing myself (in Boston)."

"I'll really have a better idea about all of that about four or five days before the team takes off in the middle of February. Again, it all depends on the degree of swelling that's going on down there and how well it's anticipated that I'll respond."

The time period immediately upcoming includes the National Basketball Three-Point Shootout, an event which is held during the NBA's All-Star Weekend and a contest which Bird has won all three seasons it's been held. Despite the injury, Bird

has been invited to the contest but at this time, he isn't certain about participating.

Truthfully, I think I can win it," he stated. "It's a matter, for me, of going out and hitting my shots. Oh, somebody else can get on a hot streak and take it, but I would take my chances against anybody that would challenge me."

"But at this time, I'm not certain about being in the contest. At this point, what matters most to me is the rehabilitation. If there's soreness and I feel participating might get in the way of coming back, then I have some reservations about going out and being in the contest."

"The hardest thing about being on the Injured List has been staying with the drudgery of the rehabilitation. It's the same routine and it's something you have to be patient with, day-by-day. Sometimes it feels as if it's 90%—even 100%, but it's a discipline and you have to take it easy. What we're always watching for after every workout is the swelling."

"But what's encouraging has been the progress in the last week. We've monitored it week by week, so when there's an upturn in the condition, it's something I've noticed. Oh, every week it's been better and better, but since the most recent days have been better...well, you hope for the best."

Trainer Ed Lacerte has been a constant companion of Bird during the past ten weeks and although he wouldn't comment too specifically, he did say "Everything looks positive."

Bird was then asked about the condition of the team. "I haven't been the only guy

injured and that's something we all have to keep in mind. Dennis (Johnson), Danny (Ainge) and Jim Paxson have all been out from time to time, so there's naturally a tendency to be up and down. But I think we'll make the playoffs and once we're in them, we'll be tough."

"I'm sure it will take a certain number of games to get the rust off. But when I come back, I sincerely think I'll make a difference to the team."

"When I feel good, the rest of the team feels good. But the evidence seems to weigh in favor of me getting back in there. Physically, (I know I'm feeling better because) there's more strength in my calves and although I can't run that well, I am able to jog slowly, which is a step forward. I've worked more and more on sliding from side to side and although there isn't a lot of bounce in my toes, there was more today. I can exercise more (Bird has been swimming constantly for the past month) and soon I'll be able to travel and start practicing. Again, it's step by step."

All of this was of course very very good news for Coach Jimmy Rodgers. "We've made progress as a team and for that, I feel very good about the team. We've stayed together through some hard times."

"But Larry is one of the greats of the game, and he automatically makes us a more consistent team and that's an area where we've been lacking. You just don't lose a Larry Bird and not have it affect you in a dramatic way. It's affected us. There isn't any doubt about it."

♦ ♦ ♦

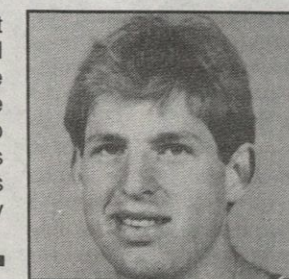
CELTICS PERSPECTIVE

What was the Best Practical Joke You Ever Pulled?

As the long National Basketball Association season entered its midpoint, slowly the pressures of long road trips, back-to-back games, early morning wakeup calls, airports and the intensity of the competition catches up to the players around the league. "Trying to make it through an NBA season," offered Pistons' Coach Chuck Daly, "sometimes is like trying to guide a plane through a stormy sky. Sometimes you're not quite sure if you'll land the way you want."

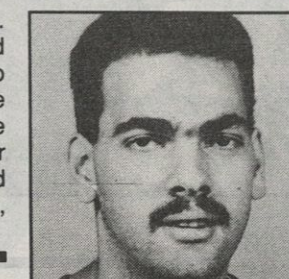
The best teams are the units that remain together as a group. One of the best ways to stay loose is humor. The Celtics were asked if they had ever played a practical joke on anyone or if anyone had played one on them.

Brad Lohaus. Humor's extremely important to keep the spirit of the team healthy. The biggest practical joke I've ever played was when I was in high school. We were preparing for the finals of one of the regional tournaments, and two days before the big game, I arranged to have a wheelchair brought up to the locker room. I taped up my ankle and made it appear as if it were immobilized. And then I was wheeled into the coach's office. He nearly passed out! I kept the joke up the whole day before finally letting him know.



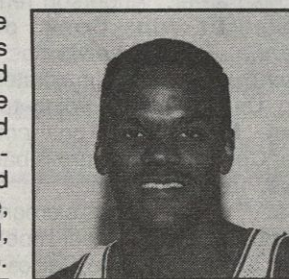
Brad Lohaus

Ramon Rivas. I haven't really gotten into practical joking. Simply because I don't enjoy jokes being played on me. I read that somewhere in the Bible—the familiar phrase of "Do unto others as they would do unto you." However, I think the subtle humor and the type of humor the guys use on the team are important for team morale. Guys like Robert Parish on our team are important. I know that as a young player, I'm helped when the veterans joke with me. It has a relaxing effect, definitely.



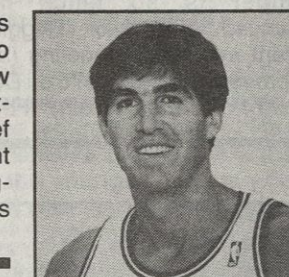
Ramon Rivas

Ron Grandison. The best practical joke I had played on me was when I was in school at Cal-Irvine. We had a group of guys and girls who did everything together, and that included playing time-consuming practical jokes on each other. One night I left my dorm room to go out to the movies with a friend who lived down the hall. My friends began working immediately after we left. They brought all of my friend's furniture and placed it in my room and they did the same with my furniture, arranging everything precisely. When the two of us returned, we were stunned. We thought we were in the wrong rooms.



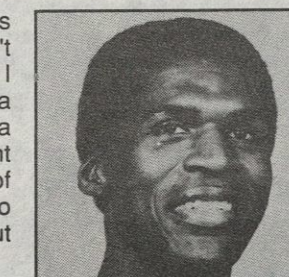
Ron Grandison

Mark Acres. I can't really say that I'm the type who plays practical jokes on people. I do think people are needed to keep the team loose. Like last week, we had a free throw contest. Brad Lohaus, Ramon Rivas and myself were shooting, and the one who missed had to do the legwork. Chief (Robert Parish) kept on walking in front of the shooter (in front of the rest of the team) with his hand clutching his throat, signifying "choke." A small thing, but important to keep the guys loose and going at it day-to-day.



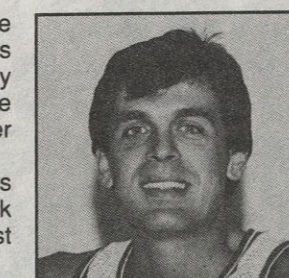
Mark Acres

Robert Parish. The one that comes to mind came when I was playing in Boston in my first season with the Celtics. I didn't know my way around too well, nor did I know the routines. I guess Larry (Bird) and (Cedric) Maxwell arranged to have a woman call me up in the locker room and tell me I had a package waiting for me at the desk downstairs. So I went downstairs—through the hallways and down two flights of stairs—and there was no package. They had just arranged to have a woman from out side of the office call and tell me about the package, but in reality, there wasn't one at all.



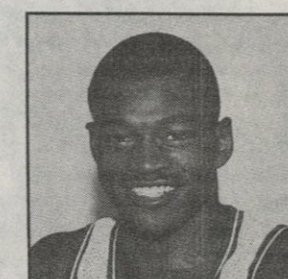
Robert Parish

Kevin McHale. I have played multiples of practical jokes. One basketball joke was one I played on Chris Engler, who was then a rookie. He was struggling to make it then—I was in my second or third year—and I was playing him in a game. Since he was struggling, I told him to just go ahead and shoot it over me, that I wouldn't try and block it.

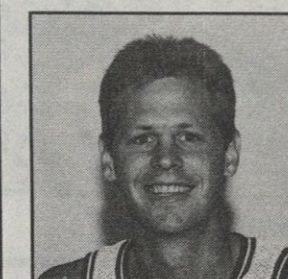


Kevin McHale

So he gets the ball and faces up right in front of me and takes a nice easy shot. But I slapped it right back at him. We ran back down the court side by side and he was naturally angry. I just looked at him, smiled, and said, "Chris, I was kidding."



Reggie Lewis

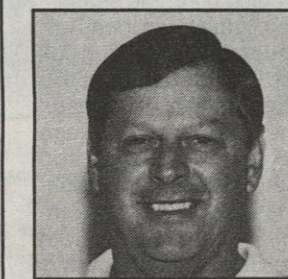


Danny Ainge

Reggie Lewis. I haven't really played any jokes on anybody and I haven't had any of the same played on me. I guess I just don't go in for that sort of thing. It isn't something I like to do.

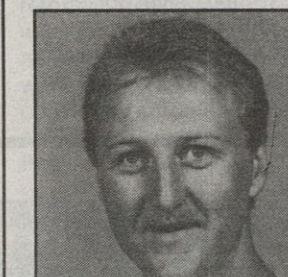
Danny Ainge. The biggest practical joke I've had in awhile is the one that the team is playing on me now! They told me to go ahead and play the role of Sixth Man, that my minutes wouldn't be cut or anything. But now I'm playing that role, and I play 25, 20-minutes and that's all right...I guess...but I feel like Wally Pipp in baseball—the guy who Lou Gehrig of the Yankees replaced back in the 1920's. They told Wally he'd just be out a few days. Then Gehrig played in 2,130 straight games!

Lanny Van Eman. The joke that I recall was one I played on an assistant coach with me at West Virginia. I recognized a friend of mine in the balcony at the fieldhouse, a guy who was wearing a Pittsburgh jacket (Pitt was, and is, a chief rival of West Virginia). I knew the guy—I knew he wasn't a "spy" or anything like that, but my fellow assistant didn't. I told him that if it were me, I'd go up and throw the guy out with my bare hands. The balcony is about ten flights up, and the guy chugged up all of the stairs, and finally when I saw him up there, I told him that I knew the guy.



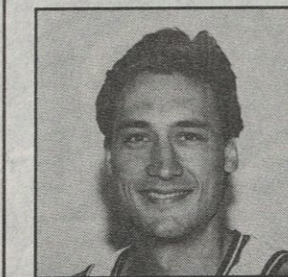
Lanny Van Eman

Larry Bird. None recently, but one that I was considering was one that I confided to our trainer Ed Lacerte. We were thinking of a way that I could participate in the Three-Point Contest would be to do it from Hellenic College via television. I'd come into the gym in a wheelchair, and when the buzzer sounded to start, I'd get up and start shooting threes. Everybody could watch in the Astrodome on a large screen TV. Then when it was over, I'd get back into my wheelchair and pick up the prize money.



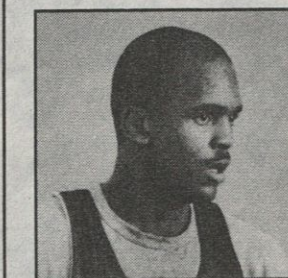
Larry Bird

Jim Paxson. I'll tell you one that wasn't a joke! I agreed to come to the Celtics for less money, because I'd be guaranteed playoff money and a shoe contract. Well, one year later and I still don't have the shoe contract, and it looks as if the Celtics are going to finish out of the playoffs! I suspect the practical joke is on me!



Jim Paxson

Kevin Gamble. The one that was played on me recently was by Dennis Johnson and the rest of the team. The first night I was to play at home, in the locker room, the guys said to me, "Kevin, you lead us out onto the floor, seeing how this is your first night with the team. We don't usually do it with rookies, but we'll do it for you."



Kevin Gamble

I became all excited and I charged out onto the Garden floor when the team was introduced. Then I began sensing something was wrong. I turned around, and I was the only one on the floor. They had waited in the tunnel, allowing me to run out in front of the crowd at the Garden, alone.

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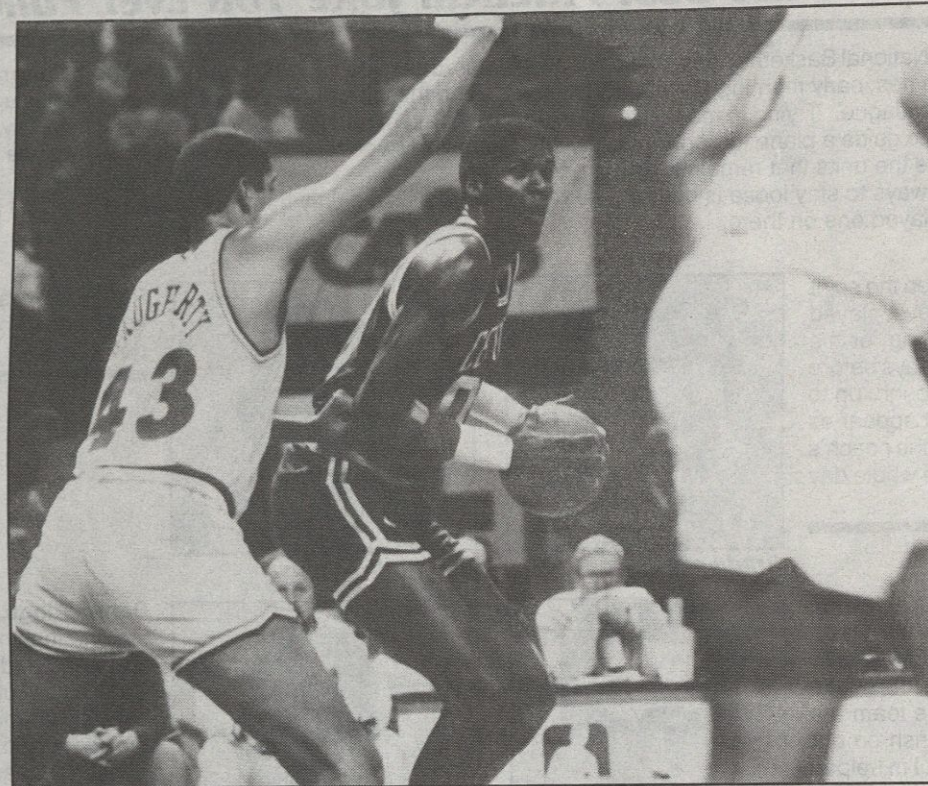
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CELTICS CONFIDENTIAL

By Bob Schron

On the Road Again. Jimmy Rodgers attempted to remain optimistic as the team's road woes continued. Boston fell to 4-12 after defeats at the Chicago Stadium to the Bulls and at The Palace in Auburn Hills in a 96-87 defeat to Detroit. "We just have to keep focusing in on problem areas," Rodgers said. "But I remain pleased with the effort."...But Robert Parish offered a more impatient view: "The problems we've been having on the road have been analyzed to death. Now we have to start doing something about it."...The Lakers suffered a similarly disastrous stretch on the road, losing eight straight road games before defeating the LA Clippers, 116-95...Larry Bird began a new phase of his training program when he started hydrotherapy, which is a program that has the superstar running in water...Mike Fine, the beat writer for the Quincy Patriot-Ledger, appears nightly on WRKO's SportsCall Program with John Carlson. Fine on the Celtics' road woes: "It's a number of things. Obviously the Celtics miss (Larry) Bird. He gave them the player who put them over the top, particularly in the regular season games. But what's happening is that the opponents are going after the Celtics the way the Celtics formerly went after teams. Other teams sense the kill against Boston and they're really going after (the Celtics)."...Butch Beard scouted the Celtics again for the New Jersey Nets and offered brief opinions about young players Rex Chapman of the Charlotte Hornets and his own Dennis Hopson...Chapman has all the tools to be one of the real greats in this league; he runs the floor, has a veteran's savvy and confidence, and he can shoot the jumper with deadly accuracy. He'll be unstoppable...Unfortunately for Beard, his judgment concerning Hopson is more measured and realistic...Hopson (the 3rd choice in the whole draft in 1987) is really young, and by that I mean in basketball experience. He only started playing organized ball as a junior in high school. He's still learning the finer points of the game and the NBA is a tough proving ground...Through January 18th, Cleveland and Detroit were the only teams in the league that had winning records on the road...Wayne Embry (former Celtic and present Cavs' GM) and close friend K.C. Jones were featured in a fine tribute to Dr. Martin Luther King from a sporting perspective during halftime of the Celtics' contest against the Bulls, January 15th...Jan Volk, General Manager and Executive Vice President of the Celtics, was part of a poll taken by Bob Ryan of The Boston Globe last week. The poll included GMs and Execs throughout the National Basketball Association and asked the men (there are no women GMs) what was the major surprise in the league at the New Year, and if the college draft were held today, who would be No. 1?...Volk declined to disclose the team's thinking regarding the draft but said about his view of interesting items: "A couple. The style of the game is changing. There is less emphasis on sheer size and more on speed and quickness, combined with jumping ability, which makes up for size somewhat. It's also interesting to me that

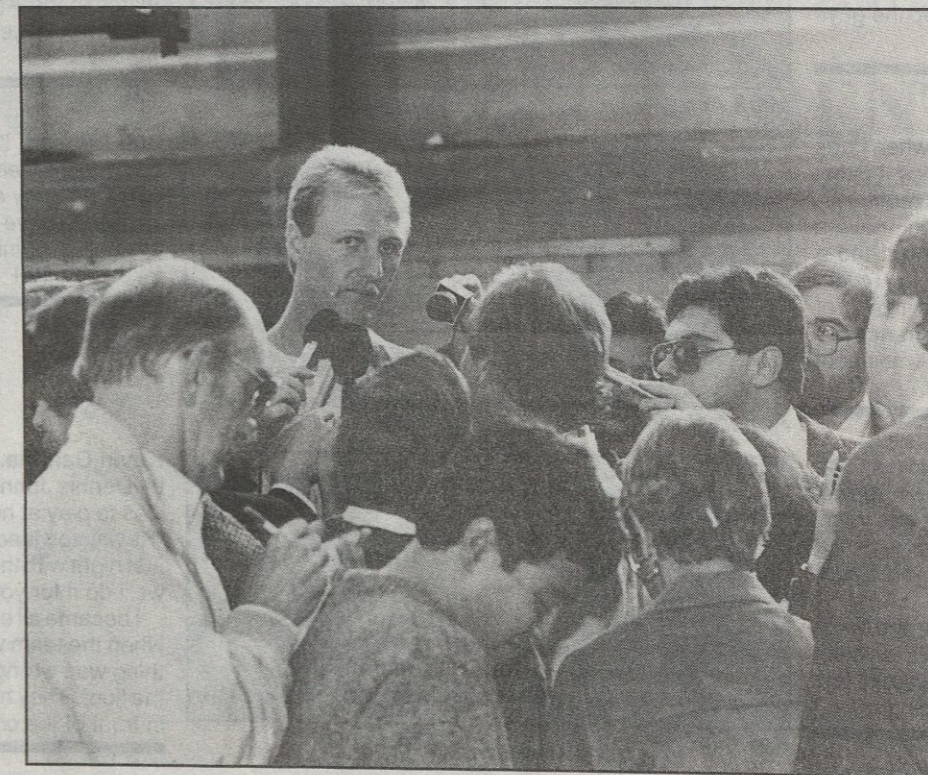


Robert Parish: Wants Road Wins

although it seemed easier to win on the road in the very beginning of the season, it's now gotten even harder than it was last year."...Steve Wieberg, who covered college basketball for USA Today, told this space before the beginning of last season that his pick for the most unsung college senior for 1987-88 was Willie Anderson of Georgia...Wieberg knows his hoops because Anderson is one of the most impressive rookies in the league. The 18th pick overall by the San Antonio Spurs is averaging 18.1 ppg. "There's no doubt he's one of the most impressive rookies in the league," said Willis Reed, Coach of the Nets when the Nets played the Celtics last week. "He's playing small forward but I think he's an ideal off-guard who will be

able to play the point guard at some time in his career." Anderson reminds teammate Darwin Cook of George Gervin...Reggie Lewis has been a frequent visitor at his alma mater Northeastern University, according to his coach there, Karl Fogel. Fogel notes that the star Celtic small forward is back at school less frequently than in his rookie year...Fogel on Lewis's progress with the Celtics: "He was a great shooter here, but it's obvious that the Celtics have been working with him, because the arc on his jumper is so much more pronounced."...Fogel on Reggie's still-too errant free throw shooting (although it's improved, too, from .676 on December 21 to .714 on January 18th): "For some rea-

Larry Bird: Running In Water



son, Reggie has trouble concentrating. He's always trying to be one step ahead on the floor and I think that affects him when he goes to the line."...Lewis and Reggie Williams of the Los Angeles Clippers, teammates on Dunbar at Baltimore, renewed their friendship when the teams met in Boston last week...Williams's most preferred position: the off-guard...He has been used at small forward, off-guard and point guard with the Clippers under Gene Shue...One Celtic executive noted of the much criticized superior talent, the Clippers' center Benoit Benjamin, "I was watching him in the fourth quarter of our game (an easy 119-84 Celts' victory) and he never hustled." Chimed in a beat writer, "I was watching the same thing. He never made it past halfcourt one time in the last quarter."...Such is the level of criticism that is frequently heard concerning Benjamin's intensity in the league...Brian Shaw's parents were in Boston visiting the stand-out rookie 1st rounder last week...Chris Ford on the Pacers' resurgence under new coach Dick Versace: "We knew they'd be tough when we played them (in Boston when the Pacers upset the C's, 127-108). They have a lot of talent and they're feeling very good about themselves. The noticeable change is in Chuck Person. Versace spoke with him and he's playing to his potential."...Larry Bird was a pre-game guest on the Sacramento Kings television network with Ted Green...Bird and Kings' Coach Jerry Reynolds, a fellow native of French Lick, exchanged words of greeting before the game...Two Kings' players received more than the usual share of applause when the Kings were defeated by the Celtics 128-116 last week: Springfield (MA) native Vinnie Del Negro a rookie from North Carolina State and Villanova veteran Harold Pressley of Worcester, MA were local favorites all night...New Scout Don Mead was busy—scouting local games in Boston (Boston College vs. St. John's; UConn vs. St. John's and Northeastern-Siena)...The idea isn't always to scout every player per se for what they might mean to you at draft time. A lot of the looking, especially at this time of year, is to see everybody so you can compare them when it comes down to the decision...Mead is high on UConn forward, Cliff Robinson...After the Celtics defeated the Detroit Pistons soundly on Super Bowl Sunday, 112-99, Isiah Thomas and Assistant Coach of the Pistons, Brendon Malone had a private, heart-to-heart fifteen minute meeting in the Pistons' locker room, "Nothing in particular; although everytime you play the Celtics, it's something of a measuring stick. We just have to get our game together. It always seems to be hard at this time of the year."...Ed Pinckney, the Kings' Forward on Reggie Lewis: "I'm shocked at how quick he is, both on the first step and after he puts the ball on the floor for his first dribble. There aren't many in the league who are any faster."...A testimonial was given for K.C. Jones for his work with the handicapped. Among featured speakers: Dave Cowens and John Havlicek.

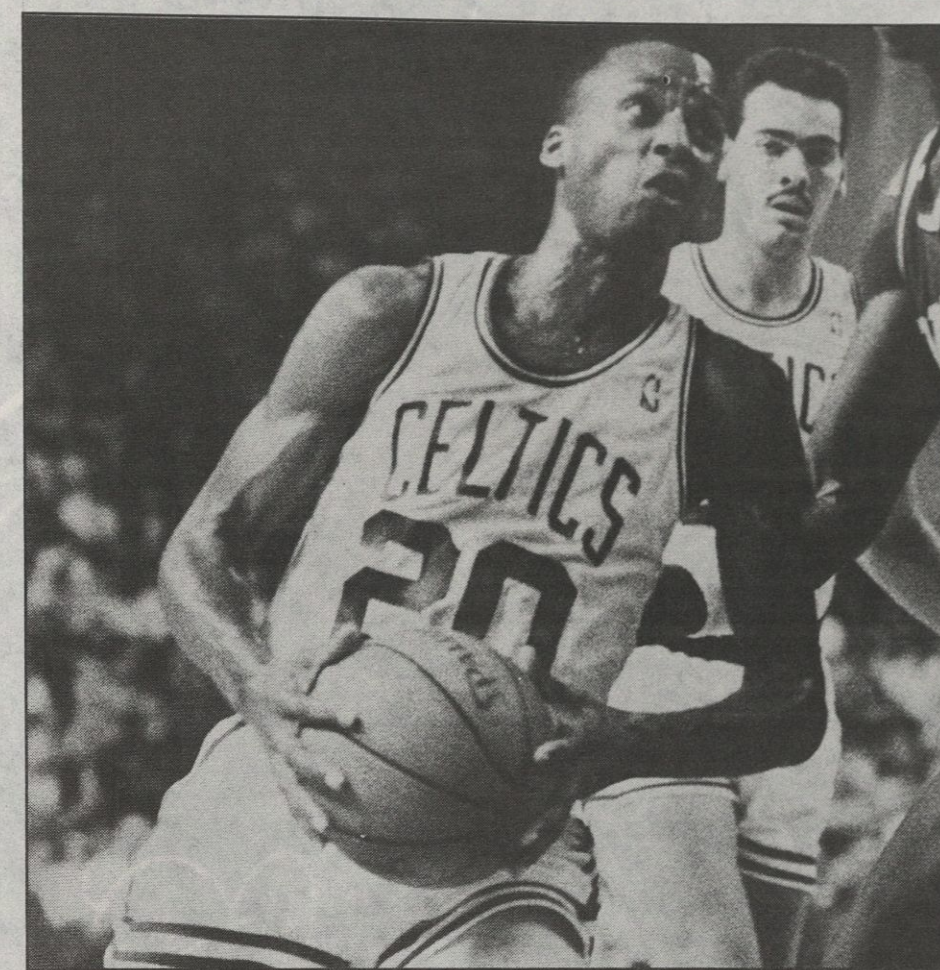
Harold Pressley on the Celtics' running game: "They definitely look like a whole new team than from last year. They remind me of the teams in the West now—playing like a Seattle team, for example. They're always after it—hustling all out and you have to be impressed with that."

INNERVIEW

Brian Shaw: Learning the Switch from College to Pro-Ball

The arrival of Brian Shaw to Boston has, in the last five months, regenerated hope for the future of the Celtics. Shaw virtually exploded onto the scene in Boston—playing standout ball in the Pre-Season by coupling his talents with those of superstar Larry Bird before the Celtics star went out with his bone spur surgery. Then, on Opening Night, Shaw, playing 27 minutes, starred: his long pass set up the game-deciding basket in OT against the 1st place Knicks and his stat line reflected the good times to come for the Celtics: 7 points, 0 assists, 6 rebounds and a blocked shot. From the point guard position.

Yet in recent weeks, Shaw's influence on the game tailed off. With the return to health of Dennis Johnson and the team's struggle in road games, Coach Jimmy Rodgers has had to curtail Shaw's playing time. "I remain very high on Brian Shaw," the coach said last week. But when a young player's minutes decrease, there's cause for concern on the part of the fans, regardless of how certain the prospect appears to be. Shaw was interviewed by Celtics Pride last week and the rookie addressed himself to the sensitive issue of a young player's fight to play confidently in the NBA.



Brian Shaw: Fluctuating Contributions

SHAW: Possibly. I want to be out there. But I was sitting; putting in your time on the bench gives you a chance to see things in the game from a different perspective. Dennis Johnson is playing very well right now, so I can't really argue about it.

CELTIC PRIDE: One of the goals of the team this season was to play both veterans and the younger players. Has this been a decisive thing? Have the rookies and the younger players gotten along well with the vets?

SHAW: I think we do get along well. But everything is better when you're winning games. On our team, it's taking time for the right chemistry to develop.

CELTIC PRIDE: Speaking of chemistry,

it appears that you and Reggie Lewis have a real good working understanding when the two of you are on the floor.

SHAW: That was one of the reasons I referred to earlier when my effectiveness was questioned. Reggie's been starting, and he's been outstanding. But when we were coming off the bench together, I could play differently. My best style right now is pushing the ball up the floor, and Reggie's great in the running game. But with a new unit out there off the bench, I've had to get used to new players with different abilities. Like Ron Grandison; he's a scrambler and a defensive specialist, so with him, I have to get used to playing a more measured game. I can do that; but it's new and it's taking time.

CELTIC PRIDE: John Thompson, who coached you in the Olympic Trials, was recently in the news, when he staged a one-man coaching boycott of the controversial Proposition 42, an NCAA rule which threatened to remove scholarships from athletes if they failed to maintain a minimum academic standard. Can you comment on Thompson and some of the possible motives?

SHAW: I guess he believes strongly in what he's doing... Hasn't it been stated that in America, everybody has an opportunity to get ahead if they can? Today, it's more important than ever to get a college education and for minority athletes, scholarships are the way. I thought Proposition 48 (Ed. Note: Which states a student would retain his scholarship if his academic performance was substandard. The student would receive a year to improve his

academic performance) was effective; it gave a kid a chance, and if he didn't improve, then he would be forced to leave.

CELTIC PRIDE: The media called Thompson's "boycott" a grandstand play.

SHAW: He's always at odds with the media so when something like his walking off the court takes place, the media will criticize him. I'm behind him in his effort. He believes strongly in his cause. Hey, he wasn't even going to his games and his absence created an impact. He's one of the most watched coaches in America.

CELTIC PRIDE: You've been in the NBA for half-season. Who in the league has impressed you the most and how?

SHAW: Michael Jordan. He seems to make his living on us. He has the obvious talents which make him so great, but what's also impressive is his determination. He's able to play his game and create the flow. He's practically unstoppable. But as for others, we really haven't played everybody yet.

CELTIC PRIDE: Are there others who you see yourself adapting your game from?

SHAW: There are some others, such as Maurice Cheeks. I appreciate the way he plays defense, for example. He's up on his man fullcourt the entire game, so he's really helping to take the opposing team out of their offense. It's a way a defensive guard can influence the other team's offense. And I admire Cheeks' career; he's been active his whole career, playing a long time and hasn't had many injuries. There are others, too: Dennis Johnson, for example, on our team. I sort of model myself after the way DJ plays defense—I think he's the best—and he's great at getting the ball to the right people in the right spots. Dennis is a very disciplined player.

Another is Isiah Thomas. He's a gamer; when he's the point guard in their offense, he does it. When he's the off guard he's able to go out and get points. Isiah Thomas is an exceptional player with unbelievable God-given ability. You don't teach the things he is able to do.

CELTIC PRIDE: But after your strong start, you've struggled. How did the slump happen?

SHAW: I don't know. There's a period of being on the bench, and then you go in and you become anxious to do things in a hurry. Personally, I began forcing things and I think it caused me to shoot poorly. It was difficult—I wasn't playing naturally.

CELTIC PRIDE: The team has struggled this season, after a start that had such high expectations. How do you adjust, if this season is given over to rebuilding only?

SHAW: I don't know about that. I still have the same high expectations of success for this team. Let's look at the record at the end of the year. If we end up poorly, then you can say it's been a "rebuilding" year. I think we're just getting our problems out of the way now. Let's see.

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Brian Shaw





By Eddie Gillyooly Team Loyalty

COURTSIDE VIEW

when the Celtics won five consecutive division titles and one NBA title, became the first starter to be traded. He departed early in the 1978-79 season, a year after Chaney rejoined the team.

White, who had an illustrious career at the University of Kansas, demanded the trade. He was not upset with Auerbach. His gripe was with former owner Irv Levin—the guy who traded teams with John Y. Brown and moved the franchise (Buffalo) to San Diego (now the LA Clippers).

Jo Jo had been hampered by a heel injury for a couple of seasons and after undergoing surgery, Levin refused to guarantee White's contract, claiming Lloyds of London would not insure the pact.

White felt he was being treated shabbily by Levin and demanded, through the media, that he be traded. A week later, Jo Jo was playing for Golden State. Levin couldn't wait to unload his contract.

Auerbach was upset but the situation between Levin and White was too strained to be resolved. White was always a big favorite with Auerbach and it was proven when Jo Jo's number (10) was retired by the Celtics in 1982.

When contracts were sealed by hand shakes in Auerbach's office, Jo Jo was always one of the easiest to get into the fold. "We talked about 10 minutes and the deal was done," said Jo Jo after one of his negotiating sessions. "I told him what I wanted, he told me what he felt I should get. We threw a couple of numbers around and then shook hands on the deal. Red's always been fair."

Auerbach balked at his demands and negotiated a trade with Phoenix for Charlie Scott—the same player he sent West for Silas three years earlier. The trade worked well for both teams as Boston and Phoenix met in the Championship finals with the Celts winning in six games.

Westphal became the scoring machine everyone felt he would be and had several great seasons with the Suns before being traded to Seattle for Dennis Johnson, who later came to the Celts for Rick Robey. Westphal will be the Suns head coach next season.

Silas was negotiating a new contract after the 1975-76 season when his agent found a loophole in his contract, enabling him to walk away and sign with the Denver Nuggets. Silas' salary demands at that time would have put him ahead of Dave Cowens. Auerbach's salary structure would have been jeopardized.

John Havlicek was the team's highest paid player and Cowens was next and Silas was third. Auerbach wouldn't budge and Silas bolted after four seasons and two NBA titles. Silas' loss was monumental because he was one of the league's all-time top offensive rebounders.

Silas had been acquired from Phoenix in 1972 in a trade involving guard Charlie Scott who became the Celts property that year when he escaped from his ABA contract after two seasons in that league. Scott had graduated from North Carolina in 1970 and signed with the ABA. Despite this fact, Auerbach used his 8th pick to draft Scott.

Everyone thought Auerbach's move in drafting Scott was a joke but no one laughed two years later when he belonged to the Celts. At that point every team

began drafting players who signed with the other league. With Chaney and White as his guards, Auerbach used Scott to acquire Silas.

After leaving the Celts, Silas spent a short time in Denver and was traded to Seattle where he won another championship ring with the Sonics. He played for five teams—also St. Louis—in his 15 seasons.

Two other front line players who didn't finish their career in Boston were Paul Westphal, the top pick in 1972 and Cedric Maxwell, the No. 1 choice in 1977.

With the loss of Chaney, the Celts were facing the 1975-76 season with a backcourt of Westphal and White—both shooting guards. Westy was unhappy with his role in his three seasons and wasn't particularly keen in continuing his career in Boston. There was a loophole in his contract too and he wanted to renegotiate.

Auerbach balked at his demands and negotiated a trade with Phoenix for Char-

lie Scott—the same player he sent West for Silas three years earlier. The trade worked well for both teams as Boston and Phoenix met in the Championship finals with the Celts winning in six games.



Kevin McHale: Not Being Offered Around.

Westphal became the scoring machine everyone felt he would be and had several great seasons with the Suns before being traded to Seattle for Dennis Johnson, who later came to the Celts for Rick Robey.

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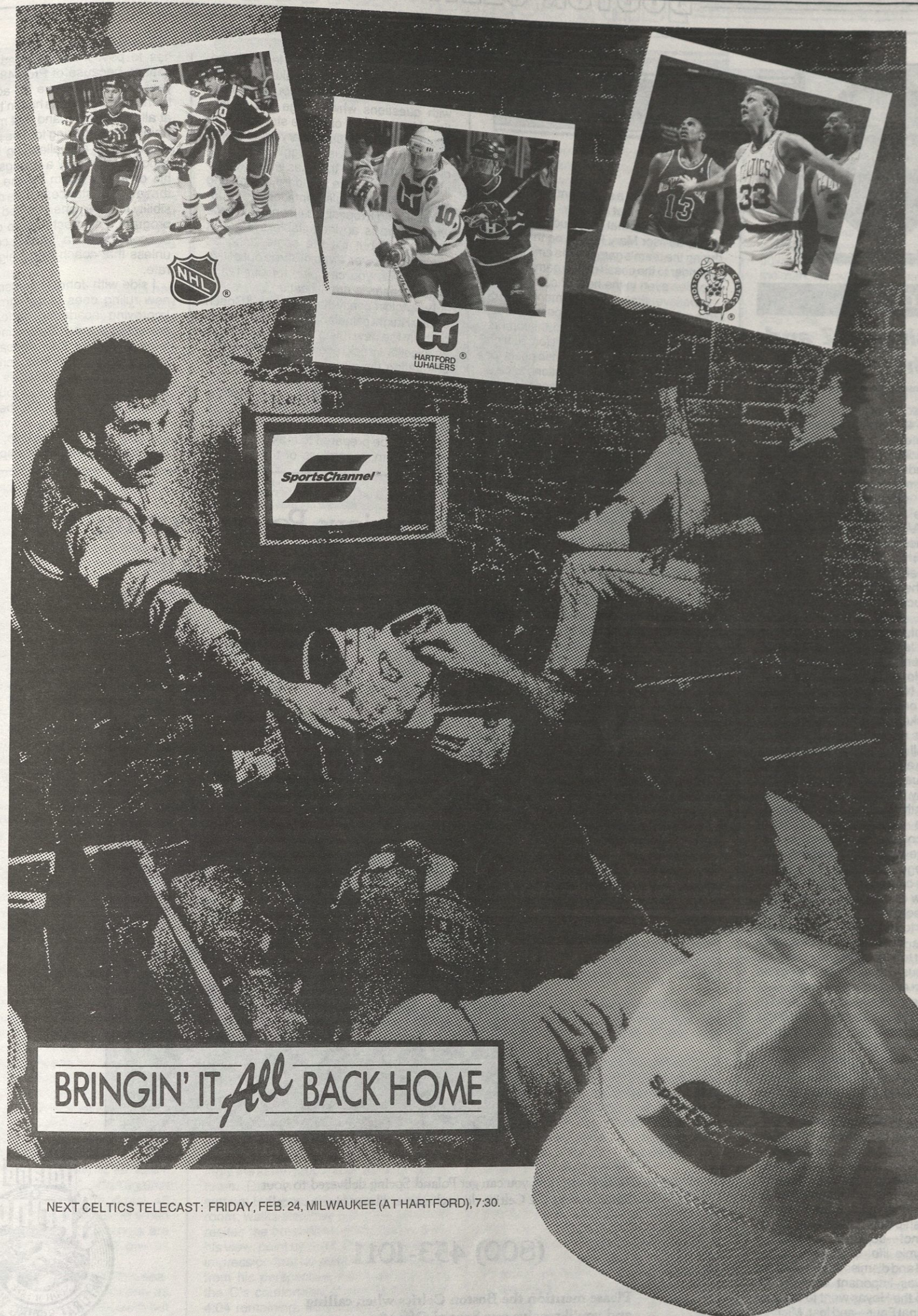
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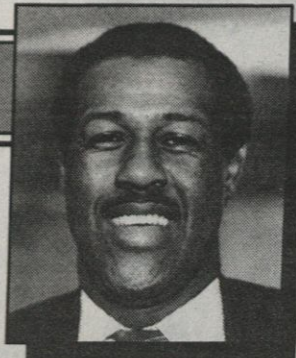


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AS I SEE IT

By M.L. Carr

Proposition 42 and John Thompson

The recent passage of Proposition 42, which forces college athletes to pay their own way in school if they are unable to meet academic standards, has created a major controversy among college administrators, athletic directors and coaches throughout the American university system. The NCAA's decision to issue this ruling on the heels of their 1985 Proposition 48, which rules that freshmen are ineligible in their first season if failing to score 700 on their SAT's, has established a stringent structure for academic borderline athletes.

Too stringent, in my view. I respect John Thompson for taking an adamant stand.

John of course, is the coach of the Georgetown Hoyas. This is the team that won the 1984 NCAA championship, and that has been one of the dominant teams in college basketball in the eighties. But Thompson has not only fashioned a winning basketball program on the floor, he had taken step after step to ensure that his athletes graduate. Like several others, such as Bobby Knight, John recognizes what college athletics are truly all about.

One of the real examples of John Thompson's comprehensiveness is Patrick Ewing, one of the best centers in the history of college basketball. Patrick also had a superior college education at Georgetown; it drew controversy because one of the ways Georgetown helped Patrick in this area was to essentially insulate him from the media. But Patrick needed some privacy in order to make progress in school. The media groused but Patrick Ewing has developed into a super young man.

I don't agree with everything John Thompson does. But in his opposition to this measure, Thompson has earned my respect. When he walked off the floor before the Hoyas' game with Boston College in Landover, Maryland last week to issue a symbolic and actual protest against Prop 42, some called it a grandstand play. He might have chosen to do other measures, such as having the two teams meet before the game and shake hands in a display of solidarity. But John took a stand in a definitive way and that's what's important here. He's done this in the past too; Michael Graham, one of the key players on the championship team of 1984 just would not—or could not—adjust to the complexities of academic life, and John took a decisive stand and dismissed him from the team. That was important later on the court because the Hoyas went to the final game of the Final Four—and lost. Michael Graham was an important part of the 1984 title-winning team. Obviously his absence removed an important component from the chemistry of that team. But John

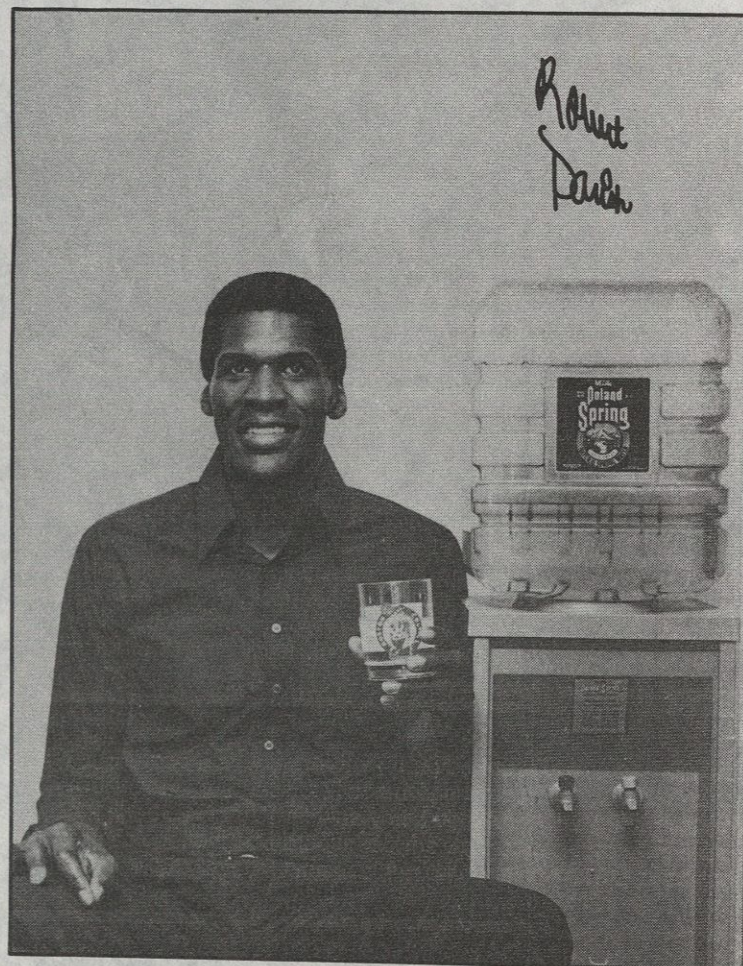
grounds of the kids taking the tests. To me, the men and women who make up the test just aren't careful enough about coming up with questions which judge the educational background of all the students who take the test. The secondary educational system right now is struggling and the disadvantaged are the ones who are paying dearly for it. The standardized testing system and the implementation of Proposition 48 and Proposition 42 only reinforce what to me is an inequitable system. It seems sad but it's the same thing as saying to a player, if you hit three out of five free throws, you can play for our team. Quantification is quantification.

I was told recently that it appeared Coach Bobby Knight of Indiana supported at least partially the new ruling. Coach Knight has an excellent track record when it comes to graduating his players from school. In a brief tape, he stated that he wasn't certain that "some kids are ready for a university program." There is some truth in this—if a youngster makes a decision to go to school, he should be prepared to make it through the program, regardless of the dues he

has to pay. If he is forced to sit out a season because of Prop 48, then sit the year out and improve his academic performance. Some kids haven't gone to class at all, apparently, and that might be what Knight was referring to. The university environment is a challenging one—both in school and in how a youngster manages his or her freedom for the first time (in these circumstances). It's a major responsibility for everyone involved in the athletic program. I suspect that no coach should be considered a "great" college coach unless that coach has a high graduation rate.

I side with John Thompson. I think the new ruling does more harm than good. Improving academic performance is a correctable area. By forcing young athletes to pay for their education because you're removing an athlete's potential for earning a living as a well-rounded person. Should a young athlete be forever prevented from earning a living down the line? For a lot of these kids, assuming the cost for an education is impossible.

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DAY BY DAY

JANUARY 17

The Old Same Song. After the Celtics were defeated in Chicago last week, a discouraged Kevin McHale shrugged his shoulders in a disconsolate fashion. When told that the Celtics had pushed a very good team to its limit in the Bulls' stadium, McHale commented, "It's another loss."

"That's all it is."

In the closing minutes, the Celtics had good ball movement (the process would be repeated the next night in Detroit in another, 96-87 defeat) but missed critical shots.

"I don't think we played horrible," added Danny Ainge. "But the bottom line is we worked hard to get good shots, and we didn't make them. So what's the difference?"

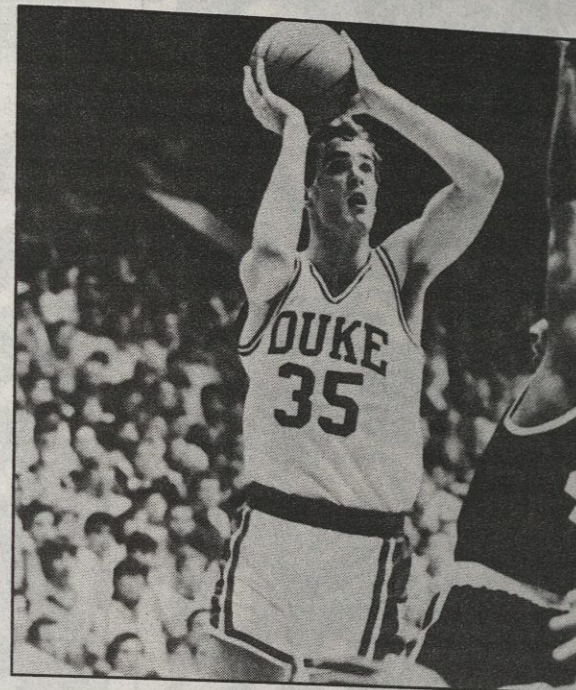
This is a theme which has been repeated on endless occasions in this somewhat beleaguered first year of Jimmy Rodgers's coaching career. Rodgers is already winning respect throughout the profession for the job he's doing this season in Boston but his year hasn't been a string of pearls—rather, a chain of disquieting events: Larry Bird's three to four month stay on the Injured Reserve; Dennis Johnson's Achilles tendon problem; Brad Lohaus's and Mark Acres's development time, taking longer than might have been anticipated, because of Bird's injury. Lohaus has had to have a crash course in learning the small forward position and Acres's time has been cut because Coach Rodgers has had to rely even more on Robert Parish who is having one of the best seasons of his esteemed career.

Bob Cousy has alluded to the problems the team has had on the road in this magazine. Without Bird, the Celtics' fabled tenacity takes them only so far, because the "go-to" player (i.e., the player the team turns to in the clutch) is missing. And Cousy points out, the mere sight of the Celtics' road green uniform still arouses passion on the part of home teams throughout the NBA. Without Bird the Celtics are an exciting hard-working .500 team thus far and a major factor in that record is their woeful 4-13 road record.

"What we miss about Larry is his ability to play 110% in every regular season game," pointed out Dennis Johnson. If there is any profession in this great country of ours that understands that words hardly substitute adequately for action, it's the profession of coaching. But Jimmy Rodgers continues to be tremendously diligent and supportive to his team, a determined mix of veterans and rookies.

"One of the most important wins we've had thus far is that win over the New Jersey Nets on the road last week," said Rodgers. "We had just been beaten soundly at home by the Pacers (127-108) and it would have been easy to let down. But we got an excellent team effort against New Jersey. If we can go out and play 48 minutes of strong basketball, even when we're not playing well and our shots are not falling, our level of intensity will give us a chance to win."

It's a familiar refrain in Boston this season, a year that will be recalled not only as Rodgers's first season as head coach but the first without the great Bird. Consistency of effort has been there since the first day of training camp, which enables the team to have realistic hope that the



Danny Ferry: A 1st Round Pick

season will be a productive one. A coaching maxim: play well enough throughout a game to place your team in a position to win. The Celtics are doing that this year but their go-to player is out of their lineup.

JANUARY 19

A Season Later. After it was over and the Celtics had swept by the Detroit Pistons, 112-99, in their best game in four weeks, Detroit coach Chuck Daly leaned against the wall in the corridor outside of his locker room.

"I thought the Celtics played an excellent game, certainly the best they've played against us all year (The team had first met in Boston two weeks into the season, and had played six days earlier in Detroit, a 97-83 Detroit win, which had given the Pistons a 2-0 season series lead until the Super Bowl Sunday win).

"Their inside players—Kevin McHale and Robert Parish were particularly devastating today. They wore us out inside and they also executed the screen and roll as good as it can be done."

"I have no excuses because I thought our intensity level was very high. We just got beat."

Daly is often teased playfully in the media for his first class attire. But in truth, everything is classy about this coach, the way he's been able to mold a diverse group, including two players who need the ball to be effective (i.e., Isiah Thomas and Adrian Dantley). Daly is a post heart attack victim and he remains a Type A character all the way. He badgers officials and his team when it's called for and he attacks even the analysis of the game with seemingly the same preparation as he gives his team. Daly in the post-game interview setting: He opens the closed doors of his room, walks stealthily out to his spot and recites the breakdown of the game, from his view, point by point. One is left with the impression that no point is left unnoticed, from his perspective. For example, with the C's comfortably ahead 100-79, and 4:04 remaining, Daly called timeout and instructed the team to continue playing even though the cause was probably lost. And the Pistons clawed back in. "I just told them to keep on trucking." Indeed. And

give the Celtics something to think about the next time these teams play.

Last season, of course, the Pistons manhandled Boston in the Eastern Conference final series, establishing themselves as the legitimate Beast of the East. In other words, they physically dominated Boston: defensively, on the boards, and working harder on the offensive end as well. This season Detroit again has been impressive, utilizing the same style to wear down opponents—mentally tougher than their competition. Boston's argument for their 18-20 record is the absence of superstar Larry Bird. "But we're missing two great players," Daly replied as way of a rejoinder because Joe Dumars (broken finger) and Rick Mahorn (back problems) have been out for the Pistons. The Celtics, however, clearly made a statement in their win over the Pistons. McHale

(27 points-13 rebounds) played perhaps his best since the 1987 season, focusing on offense, hitting the glass on both ends, mentally into the game. Parish has cleared up some off the court problems, and he went after Bill Laimbeer, a man he has openly admitted disliking. In addition, Boston received fine play from Dennis Johnson and Danny Ainge, and the latter contributed 10 3rd quarter points despite an aching back. "It's critical that the veterans play well," said Reggie Lewis, "because when the young guys see that, they just follow in their footsteps."

"We're slipping fast behind Cleveland," moaned the Pistons' coach afterward as Detroit fell 4 1/2 games back and 5 in the loss column. "But I think we can see that Boston still will be a factor in this race, too."

JANUARY 26

Scouting Heats Up. The Celtics' scouts are in the scouting parade. Ducky Mead is combing New England. Fordy Anderson and Rick Weitzman are traveling cross-country and K.C. Jones spent his Christmas holiday in places as far away as Honolulu, Dallas and Atlanta, checking out prospects.

"Naturally, the thing you're looking for is a player who can come in and compete on the NBA level, regardless of where he plays," commented Jones.

The Celtics will apparently be drafting in the middle of the pack for the first time since they drafted Kevin McHale in 1980. However they only were able to have that spot via trade (with Detroit in the Bob McAdoo deal, which in turn involved compensation for the C's signing of free agent M.L. Carr in 1979).

The last time the Celtics drafted this low was in 1978 when the team selected Larry Bird with the sixth choice in the first round. Bird was a future that season. Boston selected Cedric Maxwell with the 12th selection in the first round in 1977 and chances are they're looking for this type of "glass-eating", that is, power rebounder at the power forward or center position.

According to superscout Marty Blake, head of a drafting combine for the NBA, if the draft were to be held this month, i.e., in January before the NBA All-Star Game,

the first pick in the draft would not be Danny Ferry of Duke, the consensus odds-on favorite to win the Collegiate Player of the year award.

"The best player in the country in my opinion is Pervis Ellison of Louisville. He is a powerful player who can play center and power forward. He's the man." Ellison was the man, of course as a freshman when he led the Cardinals to the NCAA title in a one-point win over Ferry, Johnny Dawkins and Duke.

Interestingly, when the teams are drafting in the next few years, Blake feels a major consideration will be the lot of foreign-born players. The Celtics, of course, have been trying to sign Stojko Vrankovic, the Yugoslavian Center for a year. Portland has the rights to Arvid Sabonis, who Blake regards as possibly the best player in the world. "Before his knee injury, he was a 7' who could do it all: run, shoot, rebound. Still, with the injury, he keyed the Soviet win over the U.S. in the Olympics."

"The biggest player of note is Jorge Gonzales who the Hawks have been trying to line up: 7'7" and 403 pounds."

"And he's no project. He's a legitimate player."

JANUARY 31

Day By Day. Ainge Newest Sixth Man. Danny Ainge, last year an All-Star Guard for the East for the first time in his career, is the newest Sixth Man for the Celtics. After suffering a back injury in the team's 107-96 defeat to the defending Eastern Conference champion Detroit Pistons in Auburn Hills on January 16th and being forced to miss two games because of his injured back, Ainge returned to action, still ailing, against Detroit on January 22nd.

Noticeably stiff, Ainge nevertheless contributed 10 critical 3rd quarter points in that 112-99 return match Celtic victory. An accompanying phenomenon: Brian Shaw, who had suffered through his first professional slump before Ainge's injury, began playing well in a startling role alongside stalwart Dennis Johnson. He was averaging 9.5 ppg with 6 assists and 4 rebounds per game. In addition, he began posting numbers resembling his Pre-Season efforts in recent games: Against the Kings he had 12 points, 9 assists and 5 rebounds. Then against the Heat he shot his jumper as well as he's shot all season, turning in a 8 point-8 assist-10 rebound performance. Shaw also had two steals and a blocked shot.

"In deciding to bring Danny off the bench, I am trying to add firepower off of the bench," pointed out Coach Jimmy Rodgers. "It's not a demotion. In no way whatsoever."

I just think this lineup gives us three very good players, with Brian more effective as a starter, Danny who's an All-Star off the bench, and Jim Paxson, who's been able to continue to play consistently in the small forward position.

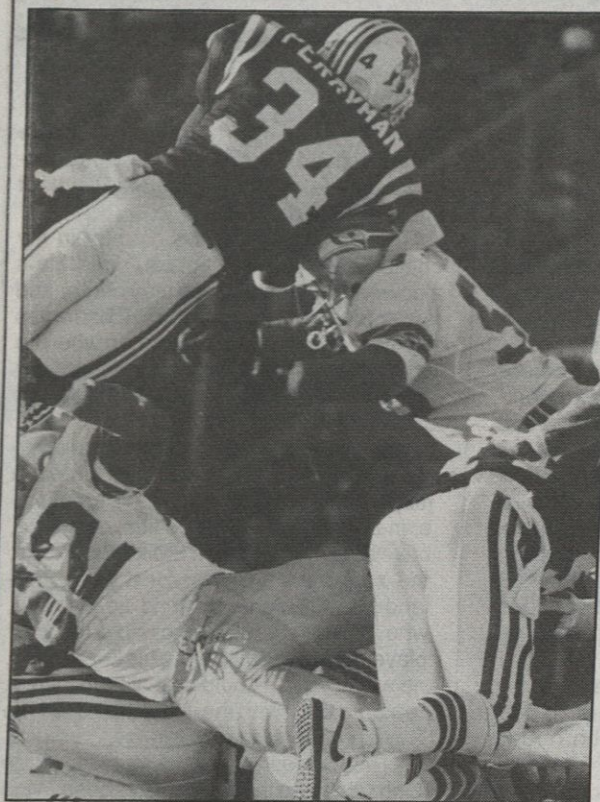
"Danny's playing extremely efficient minutes. He broke open the Detroit game at home, and then against the Kings, he had 20 points in 25 minutes. He followed that with 15 points in 20 minutes."

"We still rely very heavily on all of the things that Danny provides our team."

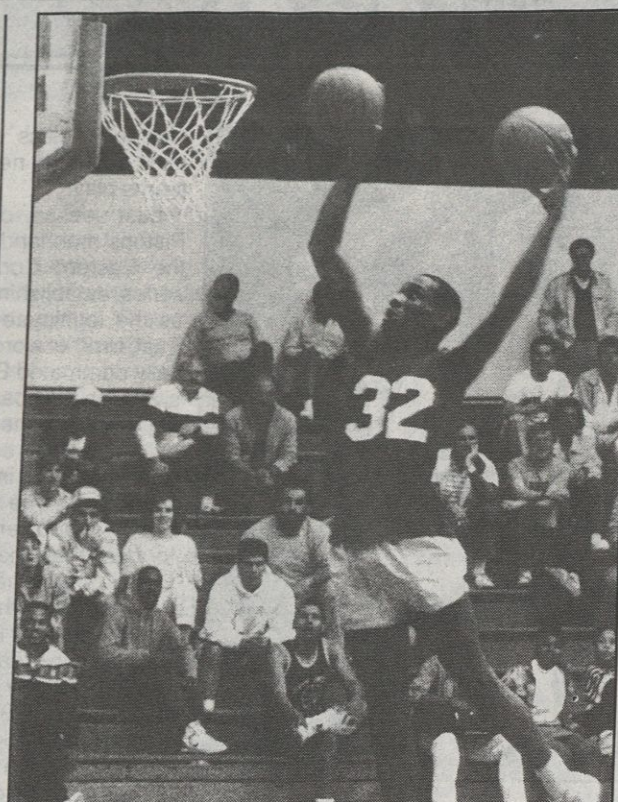
"We continue to look for a combination that's workable on a consistent basis. If we reach a point in time where this doesn't work, we're open to changing this, too."



Kodak/Celtics Pride Photo Contest Winners



1st Place



2nd Place



3rd Place

Pictured above are the winners in this month's Kodak CELTICS PRIDE Photo Contest. They are: David Silverman (first place) of Crescent, RI; Rufus Abdullah (second place) of Pawtucket, RI; and

Harry Mattison (third place) of Brookline, MA. For finishing first, David won a Kodak K-12 35mm camera, and the opportunity to sit courtside and photograph a Celtics game in Boston Garden. David also receives a year's subscription

to CELTICS PRIDE, and an autographed color photo enlargement of his favorite Celtics player. For details on how you could be a lucky winner, please consult the contest rules located on page 20.

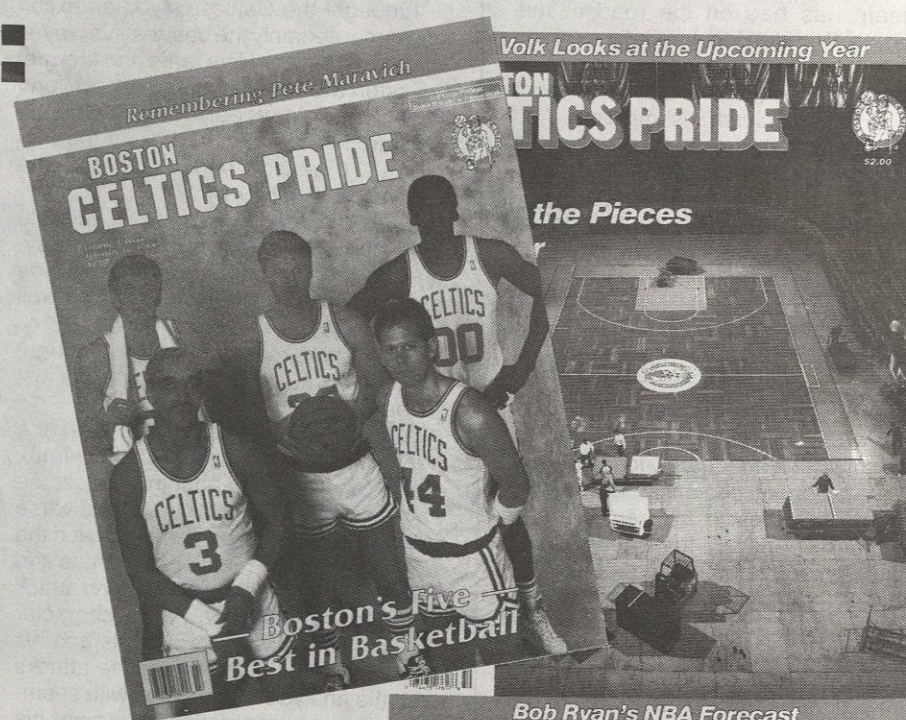
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Pride in a New Partnership

Celtics Endorse New Basketball Skill Game

The Boston Celtics have recently endorsed Pop-A-Shot as their official basketball skill game. To anyone who has played Pop-A-Shot at over 4200 locations throughout the United States, there is no mystery to this union. Pop-A-Shot is fun for everyone. Whether it is a young child developing hand and eye coordination, a young couple challenging two of their friends, or some of the fiercely competitive situations that we've observed, a good time is had by all. Pop-A-Shot, the original electronic basketball skill game, is the patented invention of Ken Cochran, a former Division III coach at Marymount College in Salina, Kansas. The response to Ken's development was both intense and immediate. The coin-operated game is a licensed product of NBA Properties, Inc., and is a mainstay at upscale sports lounges and comfortable neighborhood pubs. In addition, family entertainment centers at ski lodges, hotels, roller rinks, skating rinks, bowling alleys, airports and even supermarkets have embraced the game for its simple promotional allure and traffic enhancement. For those who have developed some prowess at the Pop-A-Shot free throw line, there are regional and State tournaments which culminate in a national tournament where the prizes are quite substantial. This year the final tournament will be held in Dallas, Texas, on May 6-8. At least one top shooter from each state will win a trip to Dallas and a chance for the top prize of \$5000. The item that we are particularly excited about here in Boston is Pop-A-Shot's Home Court Advantage. HCA, for short, is a low cost version of the coinoperated game. The game is not only finding popularity in

homes but also in offices, break rooms, church recreation halls, schools, children's athletic programs, fund-raising organizations, the party and amusement industry and as a traffic builder in sporting good stores. The game assembles in 30 minutes, actually less, but who would believe it (it's color coded). It can be customized to fit a ceiling height from 6'6" up to 7'10". Assembled, the game is 30" wide, 8" deep, and uses the same 7" diameter rubber basketball as its bigger, commercial version. A scored basket starts the clock and counts the baskets electronically on a

small computer wired to the basket. The game is a natural for certain households. At times, it serves as the centerpiece of a party for young and old. It stands ready for a shoot-out when you're by yourself or with a friend and no one is surprised by its semi-miraculous effects as a child-sitter. For kids serious about real basketball, it is a proven skill builder. Reports from around the country attest to dramatic improvements in wrist action and quick release, which translates to better performance on the court. For parents and children looking for the competitive edge

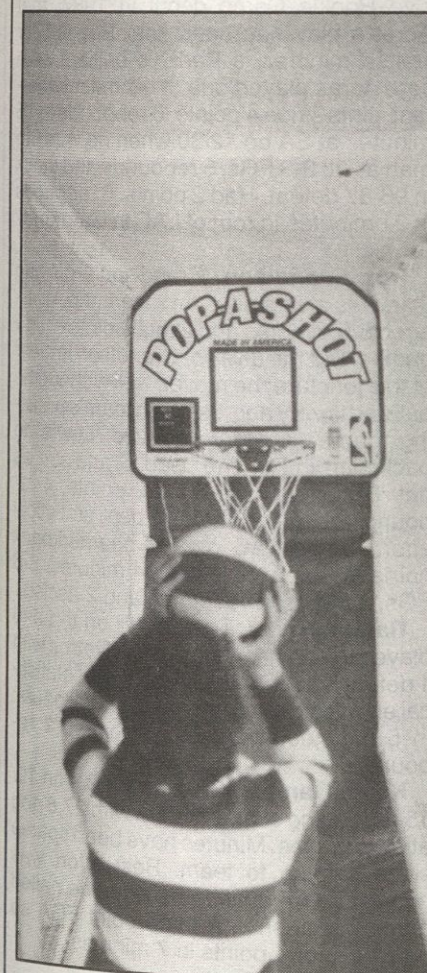
or just plain fun—this is the product. HCA is available for sale through Center Court Marketing, Inc. (617-595-7370). Although the game has been listed in national catalogues for \$895, and is also available in some stores at \$795, a special arrangement has been secured for the Boston Celtics. The HCA can be purchased with the Pop-A-Shot display or the Celtics' logo customized on the backboard for \$695. In addition, Center Court Marketing has agreed to make a donation to the Red Auerbach Foundation for each game sold through the Celtics' organization.

Enter the "Gatorade/Celtics Pride Player-of-the-Month Sweepstakes" and win tickets to see the Celtics play in Boston Garden!!

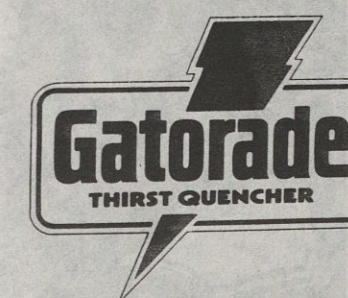
OFFICIAL ENTRY RULES

- 1. NO PURCHASE NECESSARY.** To enter the Gatorade sponsored sweepstakes for Boston Celtics "Player of the Month," please hand print your name, address, phone number, and your guess as to who will be chosen as player of the month on the Official Entry Form appearing in this ad or on a 3 1/2" x 5" card. Mail your entry to: **Gatorade "Player of the Month" Sweepstakes, P.O. Box 1354, Boston, MA 02277-1354.** Five drawings will be conducted (one each month from November 1988 thru March 1989) from among all eligible entries received as of the time of the drawing. Drawing dates are as follows: **November 28, 1988, December 28, 1988, January 25, 1989, February 27, 1989, April 3, 1989.**
- The sweepstakes begins **November 1, 1988** and ends when all entries are received on **April 3, 1989.** Entries received after April 3, 1989 will not be eligible for any drawings. Sponsor is not responsible for entries lost, misdirected or delayed in the mail. Enter as often as you wish, but only one entry per envelope. Entries mailed to any other address will not be honored. Limit of one prize per household.
- The following prizes will be awarded:
NOVEMBER: One pair of tickets to the Boston Garden game on December 7, 1988 featuring the Boston Celtics vs. Atlanta Hawks. **DECEMBER:** One pair of tickets to the Boston Garden game on January 9, 1989 featuring the Boston Celtics vs. Los Angeles Clippers. **JANUARY:** One pair of tickets to the Boston Garden game on February 5, 1989 featuring the Boston Celtics vs. Seattle SuperSonics. **FEBRUARY:** One pair of tickets to the Boston Garden game on March 8, 1989 featuring the Boston Celtics vs. Chicago Bulls. **MARCH:** One pair of tickets to the Boston Garden game on April 14, 1989 featuring the Boston Celtics vs. Cleveland Cavaliers. Only one pair of tickets will be awarded each month. Transportation to the games is not included as part of the prize. Total number of prizes is five (5). Approximate retail value of all prizes is \$300.
- Five random drawings will be conducted from among all eligible entries received by the drawing dates designated in Rule 1 above. Drawings will be conducted by an independent judging organization whose decisions are final. Official Entry Forms or 3 1/2" x 5" entries that are illegible or incomplete will not be eligible. All entries become the property of the sponsor. Winners will be notified by telephone at least 5 days prior to game date. In the event the winner cannot be contacted, an alternate winner will be chosen.
- All prizes will be awarded. Odds of winning are based on the number of eligible entries received. Prizes won by minors will be awarded to their parent or legal guardian. Taxes and transportation are the sole responsibility of the winner.
- Sweepstakes participants agree that The Quaker Oats Company, its subsidiaries and affiliates, its advertising and promotional agencies and the employees of all of the above shall not be liable for injury, loss or damage of any kind resulting from acceptance or use of the prizes and participation in this promotion.
- Sweepstakes is void where prohibited by law. Employees of The Quaker Oats Company, The Boston Celtics Limited Partnership, their affiliates, subsidiaries and divisions, the advertising, promotional and judging agencies involved and members of the immediate families of the above mentioned are not eligible to participate. All federal, state and local laws apply. By entering the contest, winners consent to the use of their name and likeness in advertising and promotional material.
- For a list of winners, send a stamped, self-addressed envelope after **April 30, 1989** to: **Gatorade "Player of the Month" Sweepstakes Winners, P.O. Box 1355, Boston, MA 02277-1355.**
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Official Entry Form



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BY THE NUMBERS

Celtics In the Middle of the Pack

The Celtics struggled during the past two weeks and registered an unimpressive 3-5 record, including a somnolent road trip in which they finished 1-3. In a surprisingly frank interview with Gil Santos on WLVI-TV Coach Jimmy Rodgers admitted, "Let's face it—we're an average team right now."

The record supports Rodgers's contention; Boston won its three games (albeit impressively) over the Clippers, Hornets and Nets. They won easily over LA (112-84) and Charlotte (115-96) and won in the Meadowlands (106-103).

However, when confronted with major tests on the road the Celtics lost to Chicago, Detroit, and Philadelphia by 6, 9 and 11 points respectively. Their best shooting effort of the two weeks was against Charlotte. Boston shot .446 at Chicago, .382 at Detroit, and .482 in Philadelphia. Celts were outscored in the fourth quarters of each of the three games with the contenders: 30-24 at CH; 25-18 at DT; 35-21 in Philadelphia.

Kevin McHale. McHale struggled from the floor in the back-to-back games with Chicago and Detroit (From the field: 4-13 and 5-13 respectively). But nevertheless, he illustrated the problem of the team. Individuals producing, but failing with the team to win close games. McHale had 18 rebounds against Pistons, highest board total in his career (tying his mark set 12-30-85). Shot 14-19 vs. Sixers for 31 points, 11 rebounds, 2 block game. Fourteenth in circuit in scoring with 22.5 ppg, 5th in FG%, .557.

Reggie Lewis. Lit up Bulls again (33 @ CH 12/6) with 32 on 11-21 and 10-12 FTs; average 24.8 ppg on trip. Starred too in lone road win in NJ; 26 points, 4 assists, 4 rebounds and 4 blocks. Team is 4-8 since



Mark Acres: Playing Heads-up Ball

he's been in the starting lineup. Scored 17 with 5 rebounds in win over Clippers; in game C's conceivably should have won (at Garden vs IN) but lost 127-108. Lewis played worst game of year: 3-12 FGs, 4 rebounds, but 0 steals and blocks. Plagued with trouble in Detroit; 19 points in 32 MP, the sole time on trip he played less than 40 minutes.

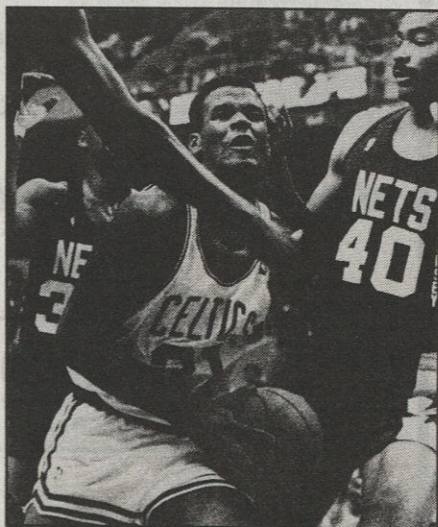
Robert Parish. A key juncture in trip came in CH when Parish was injured with slight sprained ankle; after 25 points, 12 rebounds, 3 steals in W vs. NJ, his output suffered, although still outstanding in banner year: 11 points, 12 rebounds @ CH; 9 points, 12 rebounds, 3 steals @ DT; 20 points, 16 rebounds, 3 blocks @ PH. These (more) impressive numbers after

25 points 17 rebounds vs LAC in only 25 minutes. Parish has had 15 or more rebounds 11 times this season. Parish is 3rd in NBA in rebounds: 12.3, and 3rd in FG% at .582.

Dennis Johnson. Although he suffered off-shooting nights in DT and PH (3-10 and 3-9 respectively), his play has improved over past two weeks. Had 9 points, 10 assists at NJ with steals and blocks; 17 points, 7 assists, @ CH; 9 points, 5 assists @ DT; and 9 points, 13 assists @ PH with blocked shot. Johnson set season high in assists at Philadelphia and it was sixth highest total in his career (he did this two other times). Had 8 points, 11 assists vs. Charlotte; averaged 37.5 minutes on trip, had been averaging 30.8 in 28 games he played in until that point.

Danny Ainge. According to Vice President of Basketball Operations, Ainge continues to shoot the ball with total confidence. Shot 10-20 @ DT for 23 points. Added one 3-pointer with 7 rebounds. But physical play of Pistons forced him out of final game of trip with injury. Had 16 points on 6-12 FGs @ NJ with 4 rebounds and 4 assists and 7-17 at CH for 16 points with 4 rebounds and 4 assists. Sixers' Anderson scorched C's for 36 at two-guard position in Ainge's absence. Had 45 in previous contest vs. Sixers 12/9. Last season of

Ron Grandison: Mr. Hustle



course was in midst of connecting on three 3-point FGs in 23 consecutive games; this season, he fails to rank in top 20.

Jim Paxson. Busted out of shooting slump by connecting for 21 against Clippers (7-13 FGs, 1 three) and followed this up with 20 against Pacers (8-15), solitary bright light in that contest. But averaged only 6.3 ppg in NJ, CH, and DT, in 16 MP per game. FGAs were 15 in total three games. Not coincidental perhaps that Coach Rodgers bemoaned lack of patience in defeat in Auburn Hills, because Paxson's movement artistry in halfcourt game is his best asset to team. Started at G in Ainge's absence at PH and played exceptional game: 16 points, 5 assists and 1 steal.

Brian Shaw. According to WEEI's Glenn Ordway, Shaw appears to be losing some of his confidence. Averaged but 11 minutes per contest on trip: Best game was against Bulls: 10 minutes, 2-5 FGs, 2 rebounds, 2 assists and 4 points. Rodgers however continues to think Shaw will be a good NBA player. In this recent team decline, the coach points to Shaw's play as one of the bright spots of this season.

Brad Lohaus. Minutes declined during recent trip as team went more to veterans against better teams in the league. Best effort was against Pistons when he went for foul-plagued Lewis: 2-6 FGs, 2 rebounds and 2 blocked shots. Like most young players, better efforts have come at home; in Garden against Clippers, first man off the bench to score 13 on 5-13 FGs with 5 rebounds, 2 assists in 22 minutes. Season highs: 36 minutes at Garden with 18 points against Hawks.

Mark Acres. Coach Rodgers told New Jersey Nets' broadcaster Mike O'Koren, who played with Acres during an impressive Rookie Camp debut in 1987, that Acres's play has been fine. Reason for limited minutes is Parish's brilliant season. Acres played one of his most important stints since 4 points, 6 rebounds in 15 minutes at SA on 12/30 when he was 6th man at DT: 2-3 FGs, 5 rebounds and block in 96-87 defeat. Had 2 points, 6 rebounds in 21 minutes in rout of LAC in Garden, 1/9.

Ron Grandison. Grandison's playing time was also limited on recent trip: averaged 5.5 minutes and 2 total points in four games. But the utility of Grandison is clear at this juncture: he moves well without the ball and is very aggressive in team's pressing game. Rodgers moved Lewis to backcourt in PH and used Grandison as def. F, for example. Had 2 points, 4 rebounds vs. Charlotte and best statistical effort against LAC in game beamed back home to Los Angeles: in 14 minutes, 3-8 FGs, 6 points, 5 rebounds and 2 assists.

Ramon Rivas. Three DNP on trip and played in one minute of loss at Detroit with 1 defensive rebound. Rivas's best statistical effort came in contest against Clippers: in 5 minutes, 1-2 FGs, 4 points., 2 rebounds.

Kevin Gamble. Signed with C's on 12/15 as leading scorer of CBA with 27.8 ppg at Quad Cities. Minutes have been sparse since coming to team. Best effort was against Clippers at home when he nailed game's final shot, a three-point FGA so had 1 FT for 4 points in 7 minutes.

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Pitfalls on the Path

Transitions are Tough from College to NBA

By Jim Rucidlo

When the New Jersey Nets waived Walter Berry recently it brought to attention the number of pitfalls on the path to stardom. Some players never make the transition from college to the NBA.

A native of New York—he was born in Harlem, attended high school in the Bronx, before starring at St. John's University—Walter "The Truth" Berry wasn't a principal in some earth shaking deal, he was thrown out in his own backyard like a junkyard dog, an unpoetic ending for the 1986 College Player of the Year.

Berry isn't alone in this fate. Others, too, haven't made the transition from college superstar to NBA all-star—Keith Lee, Mel Turpin, Dwayne Washington, Reggie Williams, Dennis Hopson, Kenny Walker—but Berry has fallen farther faster than any other player.

He appeared in 29 games for the Nets this season, averaging 8.9 points, which is a pittance when you consider even during his tenuous stay in San Antonio he averaged 17.4 points per game. Above all, Walter Berry is a scorer.

"Walter Berry's role has diminished with the emergence of Chris Morris as a starting forward and with Roy Hinson coming on strong," Nets GM Harry Weltman said. "This move is done in Walter's best interest so he can look for a team where he'll get more playing time."

The Nets just should have said "adios amigo" and left it at that. Excuses won't hide the intrinsic value of Walter Berry isn't being measured by basketball alone.

Acknowledging Berry wasn't happy with his playing time, a Nets spokesman adamantly denied his waiver was a result of drug involvement. He explained Berry likes to play with his back to the basket, but that role is adequately filled by Buck Williams and Joe Barry Carroll. The Nets, he said, were looking for a small forward who plays facing the basket and Berry doesn't fit the bill.

"It was a bad situation for Walter," said the spokesman. "Maybe if Tim McCormack was still was here things would have been different for him. McCormack likes to post up high and that would have freed Berry to post low. It was a numbers game and a situational thing."

Now when Walter Berry looks in the mirror, he's going to face the truth. And the truth is the Nets shopped him around and found no takers. The truth also is the Nets think a guy from the CBA named Bill Jones is a better bet on the bench than is the estimable Walter Berry.

Although the reality of Berry on the waiver wire provided a jolt with the morning coffee, those who have been following his progress were aware his train's been running off the track for awhile.

After capturing 13 major awards in 1986 following his junior season at St. John's, Berry decided to turn pro. To his chagrin, he was left floundering in the draft pool until Portland chose him with the 14th pick in the first-round.

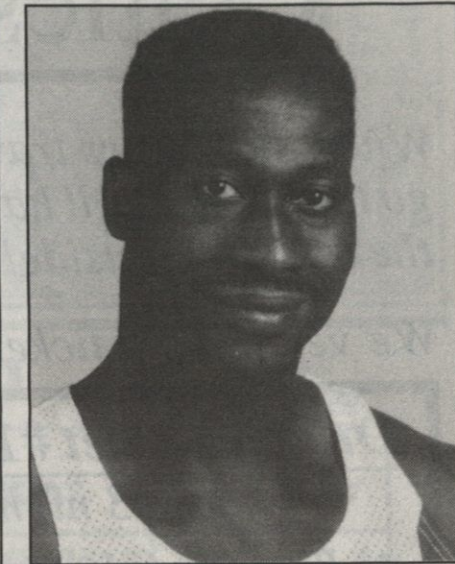
Some of the players chosen ahead of him in the draft that year have been linked with drugs—Len Bias, Chris Washburn,

William Bedford, Roy Tarpley. Others, like Chuck Person and Dwayne "The Pearl" Washington, came into the NBA with reputations that preceded them.

Arriving in Portland, it didn't take the Trail Blazers long to see The Truth. By December Walter Berry was packing his bags, heading south to San Antonio in a straight up deal that brought Portland Kevin Duckworth.

Berry's year-and-a-half in San Antonio in a straight up deal that brought Portland Kevin Duckworth.

Berry's year-and-a-half in San Antonio was marked by personal achievement and a few brief moments where he displayed the offensive brilliance he often exhibited in college. After a short stint coming off the bench, he moved into the starting lineup, finishing last season with a 17.4 ppg average.



Walter Berry: Preceded by Reputation

Two incidents, however, stand out during Berry's tenure in Texas. The first is a squirmish he was involved in with Alvin Robertson where a knife was brandished. The second, when Larry Brown was named the Spurs coach, Berry commented that Brown may be a fundamentals-type coach, but fundamentals aren't part of The Truth's game.

Despite this, a Spurs spokesman said Berry, at a personal level, was no problem. "You read about his escapades," Wayne Witt, the Spurs director of public relations said, "but here he never caused any problems. For Walter it's a matter of conforming and the way he wants to play."

Will added he wasn't surprised Berry was waived by the Nets, simply because his playing time kept dropping. When asked if the former St. John's star would ever be an NBA player he said, "That I don't know. Only Walter Berry can answer that one."

To fall from the best player in college basketball to the waiver list is like the high school star quarterback who can't get a prom date: it's someone telling you no matter what you've done before, you're just not worth it anymore.

Now the ball's in Berry's court. Whether he slips through the cracks of Harlem nightlife and out of the public eye or returns to the NBA is for him to decide. Hopefully, this rude awakening is all he needs to finally see The Truth.





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May 22, 1988

A Day To Remember

By Joey McCannon

It was May 22, 1988, and I was in for one of the most wonderful experiences of my life. I was going to be a ball boy at the seventh game of the Boston Celtics vs. Atlanta Hawks play-off series that afternoon.

When I arrived at the Boston Garden, my family and I hurried up to the Celtics business offices where we met Todd Rosensweig, a chief executive, who showed us down to the court. He took my parents to their seats and led me to the Celtics locker room. When I arrived there, I was fitted with an official Celtics jacket and I also met the Celtics' manager and trainer. Next I was introduced to Fred Roberts, a back-up forward for the team. "Well, you can go out and rebound for the players now if you'd like," explained Mr. Rosensweig.

"That would be great!" I exclaimed somewhat meekly. Mr. Rosensweig motioned for me to follow him. As we walked up the runway, I gazed at the worn yellow wood under foot and thought about how many of my "Heroes" had walked on it. When I stepped onto the parquet floor, I was more nervous than ever. I was introduced to one of the other ball boys, named Jamie. I followed him and turned to see big Brad Lohaus lumbering onto the court. Behind him were three of the other ball boys. Jamie told one of them named Rick

that I was going to be working with them for the day. He waved to me as he ran under the basket to retrieve a missed Lohaus shot. For about the next ten shots, Jamie and Rick rebounded as I looked on nervously.

Finally, a ball bounced off the rim straight towards me. I caught it and made an errant pass at Lohaus' knees. He gave me an evil stare and threw the ball back at me. "Throw it here," he said in a low voice and put his hands at his chest. I passed again, but this time it was too high. He threw the ball back again. "Here," he said again and pointed to his chest. I threw the ball and the pass looked okay, but he moved his hands and the ball went by him. I was extremely nervous now, and it must have shown because his face lit up with a big smile. "I was only kidding," he laughed. Following this escape he gave me a lesson in passing and let me take a few shots. After three misses I made a lay-up. I couldn't believe it! I'd made a basket in the Boston Garden.

Then tons of players began to come on the court. I must have passed to everyone from Danny Ainge to Dominique Wilkins! Once I started to get into it, I began to enjoy myself immensely. Soon everyone was calling me "little fella." Once Artis Gilmore put his hand on my shoulder and asked me how I was doing. Before I could answer, I saw my life flash before my eyes as he leaned on my shoulder. That was 7'2" or 260 pounds of human flesh leaning on me.

Before I knew it, the Garden began to fill up and the National Anthem started. I scrambled to a spot next to Larry Bird who was at the end of the line of Celtics. What a moment — standing next to Larry Bird through the National Anthem! When the game began, I had a grand view: right at the base of the Celtics' basket!

At the Time-outs and quarter breaks, I was occupied most of the time with filling up cups of water for the players, though occasionally I could hear a little talk in the team huddle: "Larry, take Dominique," or "Danny, make the extra pass," or "Kevin, Rollins is taking you out of your game." Once or twice I wiped up sweat where players had fallen, and once Dennis Johnson fell on me. Several times I threw

a towel to a sweaty Kevin McHale. In the comedy department, the man next to me was hit in the head with a ball hurled at the buzzer. Luckily he wasn't hurt.

It seemed as quickly as it had begun the game ended and I was tearing off the banners on the press tables. I was pushed down the run-way in a sea of huge players, and my day as a Celtics ball boy had officially ended . . .

Although I'll remember many things about this day, I think the thing I'll remember most is that people are people no matter what they do or who they are. I went into this day thinking that the Celtics were some sort of supernatural phenomena, and what I realized is that they're just regular people, with regular feelings . . .

Kodak Photo Tip #3

By Steve Lipofsky
Celtics Photographer

This column, we'll continue our discussion of Flash photography from last time.

One of the most common and annoying problems people experience with Flash is "red eye". This is where your friends and loved ones appear as creatures from Hell with glowing red embers for pupils. Red eye occurs when the flash is located too close to the lens, causing the light from the flash to reflect off the inside of the eye back through the lens to the film. Since most flash photography takes place in relative darkness, the pupils of the eye are opened wide, aggravating the problem.

If your flash has a sync. cord you can eliminate the problem by removing the

flash from the camera and hand-holding it above and to one side of the subject. This not only gets rid of red eye, but will also create a more pleasing light on the subject and will throw the shadows away from the subject if you're far enough from the background. Remember that your exposure will be calculated using the distance from the flash to the subject. If you're using an automatic flash, make sure to aim the sensor toward the subject and not to put your fingers in front of the sensor.

If you have a built-in flash you can avoid red eye by bringing up the room light (by opening the shades or turning on more lights) or having your subject stare into a light source just before you take the photo. The added light should cause your subject's pupils to close enough to take care of the problem.

CELTICS FEBRUARY, 1989

HOME ☐
AWAY ☒

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			CHARLOTTE HORNETS 1 7:30 TV-56 WEEI RADIO	2 WASHINGTON BULLETS 3 7:30 SPORTS CHANNEL WEEI RADIO	4	
SEATTLE SUPERSONICS 5 7:30 SPORTS CHANNEL WEEI RADIO	6	7	INDIANA PACERS 8 7:30 SPORTS CHANNEL WEEI RADIO	9	10	11
	13	HOUSTON ROCKETS 14 8:00 TV-56 WEEI RADIO	15	UTAH JAZZ 16 9:30 WEEI RADIO TV-56	PHOENIX SUNS 17 9:30 TV-56 WEEI RADIO	
LOS ANGELES LAKERS 19 3:30 TV-56 WEEI RADIO	20	SEATTLE SUPERSONICS 21 8:00 TV-56 WEEI RADIO	SACRAMENTO KINGS 22 10:30 WLVJ WEEI RADIO	23	MILWAUKEE BUCKS 24 7:30 WLVJ WEEI RADIO	25
NEW YORK KNICKS 26 2:00 WLVJ WEEI	27	CHARLOTTE HORNETS 28 7:30 WLVJ WEEI				





THE LOCKER ROOM



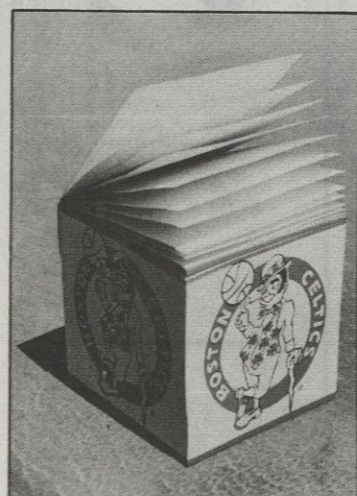
Oversized Sweatshirt
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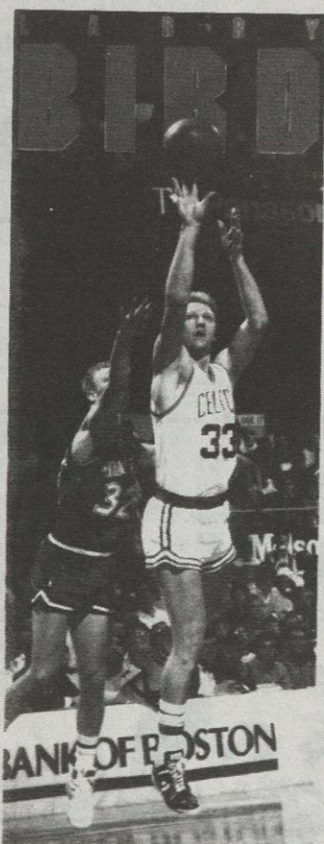
Oversized Ring Paperweight
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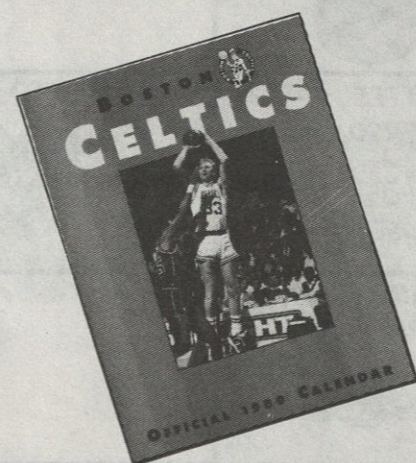


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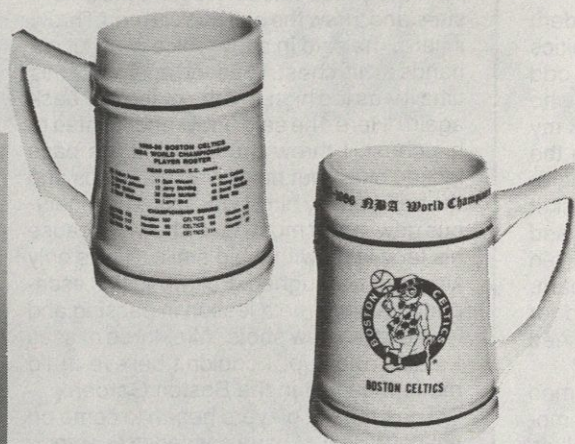


1048 Larry Bird

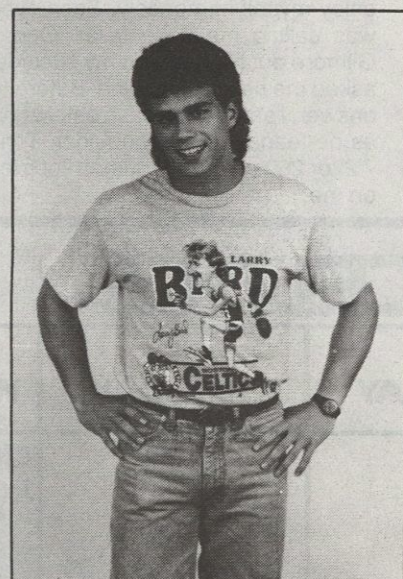
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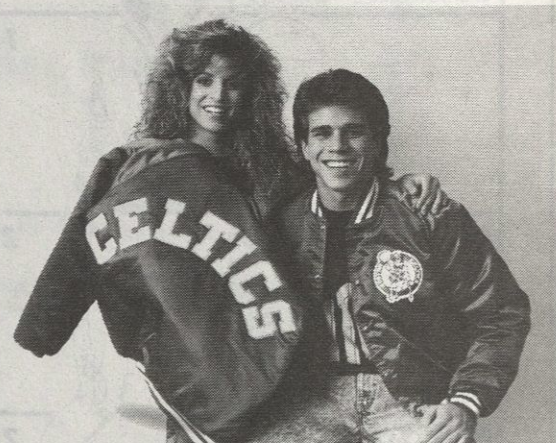
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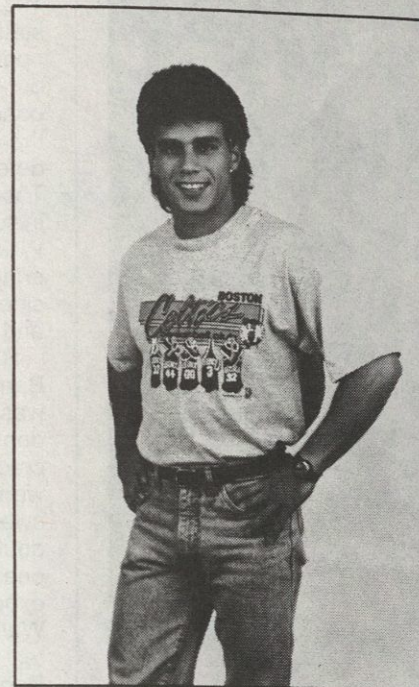
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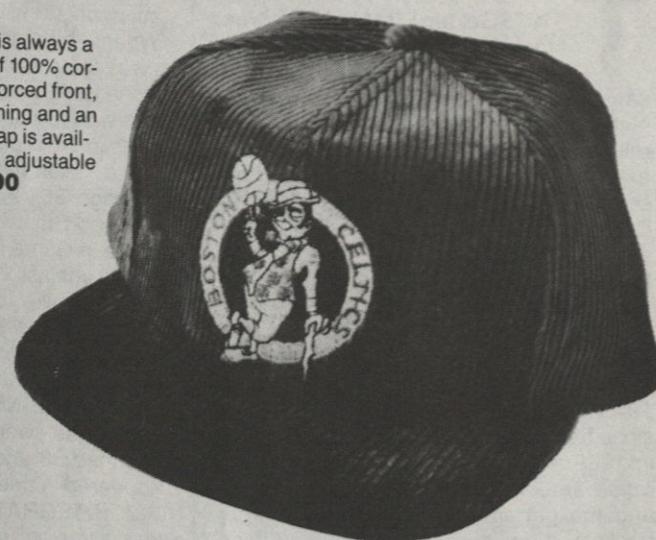
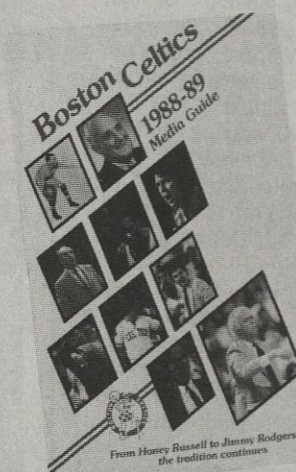
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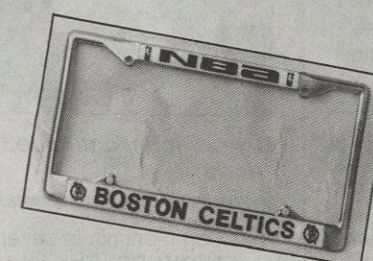


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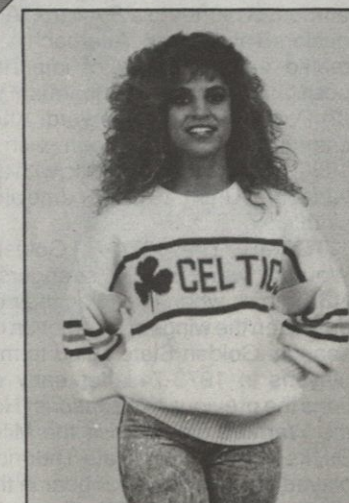


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\$ 10.01-\$ 30	\$4.00	
\$ 30.01-\$ 50	\$4.50	
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MATCHING UP

1984 Celtics vs. the 1975 Warriors

The 1984 Boston Celtics and the 1975 Golden State Warriors won their National Basketball Association championships with the same qualities that annually make winning teams special. Both teams featured a relentless desire to triumph; they played extraordinary defense throughout the season. When the playoffs were on the line, each displayed a resourcefulness which enabled them to win over heavily favored opponents. What further creates a unique characteristic concerning these clubs was their reliance on a superstar Forward; the Warriors' Rick Barry shed a multiplicity of criticisms about his game in 1975 to fulfill a potential that was his ever since he broke into the professional game in 1965 as a sensational scorer. Barry's total game was always intact however, and the general public, the media and basketball insiders always knew this. However, before the 1974-75 season, the title-winning mix was consistently elsewhere.

When Larry Bird was enduring a tumultuous spring of contractual negotiations with the Boston Celtics in 1979, Red Auerbach already understood Bird's magnitude as a player, and yet, traditional thinking held him up. "I have some real reservations about paying a tremendous amount of money to a Forward," Auerbach declared at the time. Auerbach has maintained that the order of importance of positions on a basketball team is (1) Center; (2) Point Guard; (3) Forward. After three championships had been won in the 1980's, Red added a reprise with a distinct variation: "Until Larry Bird came along," he said.

TEAMS. The 1974-75 Golden State Warriors were literally strangers to the NBA Finals when they won their championship on the wings of an emotion charged season. Golden State failed to make the playoffs in 1973-74 after early eliminations the previous two seasons (However, the Warriors did surprise the Milwaukee Bucks in 1973 when Nate Thurmond outplayed Kareem Abdul-Jabbar in that set). Under owner Franklin Mieuli, new General Manager Dick Vertlieb and coach Al Attles, the team made several changes in personnel revolving around the swapping of Thurmond, a Hall of Famer. The revision included:

1. TRADING THURMOND TO THE CHICAGO BULLS FOR CLIFFORD RAY. This altered the approach of the team, changing the Warriors into a fast-break offense and a pressing quick and aggressive defense.

2. DRAFT CHOICES OF IMMEDIATE USE. The Warriors selected Jamaal Wilkes (UCLA) and Phil Smith (San Francisco). Forward Wilkes won Rookie of the Year and Smith, a Guard, contributed immediately.

3. LEADER BARRY. Barry's game reached its peak that year as the sole inhabitant of the spotlight. Surrounded by over-achievers such as guards Charles Johnson, Charley Dudley and Butch Beard as well as forwards Derrick Dickey and the veteran Bill Bridges, the superstar's enthusiasm spread throughout the unit. They hustled, pressed and remained fixed on the goal of winning throughout the year.

The Warriors shocked the NBA that year. Abdul-Jabbar missed the first sev-

enteen games of the season and the Lakers suddenly grew old as Jerry West retired. When Thurmond had difficulties implementing his shot-blocking stationary game to the Bulls' already staid attack, the West was won. Golden State (48-34) edged the Bulls in the regular season, and in a dramatic seven-game series, out-defensed Chicago 86-72 to win Game Six in the Chicago Stadium, and won the series at home in Game Seven to advance to The Finals against the Washington Bullets.

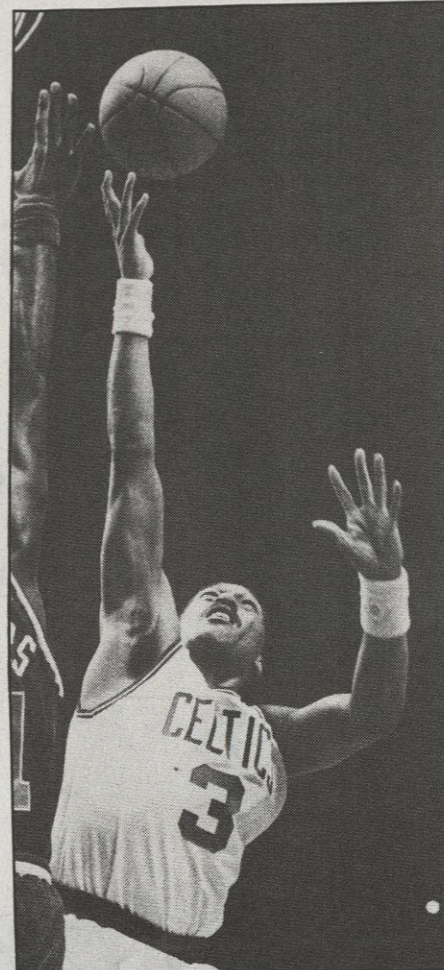
Meanwhile in 1983-84, the Boston Celtics, like the Warriors, produced a season of destiny. Boston's "mission" to be accepted was threefold:

1. REBOUND. Milwaukee and Bob Lanier had swept the Celtics in the playoffs in 1983 and at the time, the Celtics appeared in need of a major overhaul.

2. INTEGRATE DJ. Dennis Johnson was acquired from the Phoenix Suns in exchange for center-power forward Rick Robey. The Celtics were thus altering a four-year alignment; their frontcourt depth of Robey, Kevin McHale, Cedric Maxwell, Robert Parish, and Bird were broken up in exchange for the multi-skilled Johnson, an All-Star.

3. K.C. JONES'S COMEBACK. After an eight year hiatus from head coaching, veteran basketball coach K.C. Jones was promoted from C's assistant to replace Bill Fitch, who resigned after the 1983 season. It was a career turning-point possibility for Jones.

The Celtics played a consistent season throughout and defeated the overwhelming favorites in the Eastern Conference, the Philadelphia 76ers, who had won the 1983 title easily behind Moses Malone and Julius Erving. In the playoffs, Maxwell finally cornered the electric quick forward Bernard King in seven games, and Bird's all-around game exploded into fireworks in Game 7 vs. King's Knicks' team: 39 points, 15 rebounds, 12 assists. Bird would cap a regular season MVP year (24.2 ppg, 10.1 rebounds, 6.3 assists) by repeating this individual triumph in a showcase Finals against Magic Johnson and the Lakers as the Celtics came from behind to win



Dennis Johnson: Added Depth at Guard

the championship in seven games.

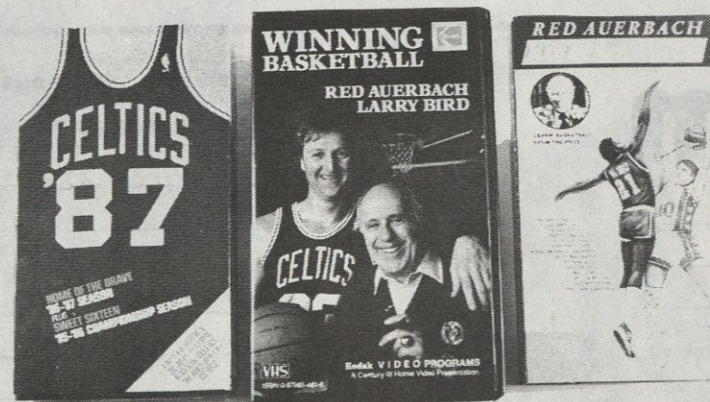
MATCHUPS. The primary consideration here is team output, because the Warriors coach used all twelve men on his roster that championship season. Jones, in addition to Bird and Johnson, started Maxwell, Parish and Gerald Henderson, and utilized his bench cleverly with Sixth Man of the Year McHale leading players in roles: Danny Ainge, Scott Wedman, Quinn Buckner and towel-waving M.L. Carr. The

Warriors led the league in offense with 108.5 ppg and allowed 105.2 ppg. A key statistic: Golden State out-rebounded their opponents by over 400 total boards and out-hustled all others on the offensive boards with 1416. The Celtics were 7th in the league with a 112.1 ppg average and defensively the Green gave up 105.6 ppg. The key individual matchups would have included three: Maxwell guarding Barry, Wilkes shadowing Bird and Johnson covering Mullins and Smith. An interesting sidelight: Parish against close friend Ray and mentor, George Johnson.

REVERIE, REVENGE AND RESULTS. Barry commented years later when he was inducted into the Hall of Fame, "I still don't have the words to describe the incredible feeling I was overcome with when we won that final game, (in a four game sweep over the Washington Bullets) and I doubt I ever will. But if I could have only one thing to remember from my past, the experience of that year would be it." If Bill Walton played a "perfect" season as center for the Trail Blazers in 1977 (CP, December '88), Barry turned in a comparable one that '75 year. His 30.2 ppg scoring average highlighted a sharpshooting, ballhawking (led NBA in Stls.), Carlos Casteneda-Warrior type year. That season, he fashioned the multi-skilled Forward mold that only Larry Bird could eventually fit into. The shadow, however, never departed Barry's playing years. For example, his stormy clash with K.C. Jones, the '75 Coach of the Bullets. In Game Four of that series, Barry accused Jones of sending Mike Riordan after him (Barry), to try and provoke Barry into a fighting technical which would mean ejection from the game, thus allowing Washington a better chance to win. Jones, a man of eminent dignity, denied this charge and remembered it when he alluded to the incident in his autobiography in 1986. In this fantasy matchup, revenge would necessarily have to be considered.

The results of this series of course would revolve on how effectively the Celtics' overwhelming inside game could dominate the scrappy West Coast team.

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